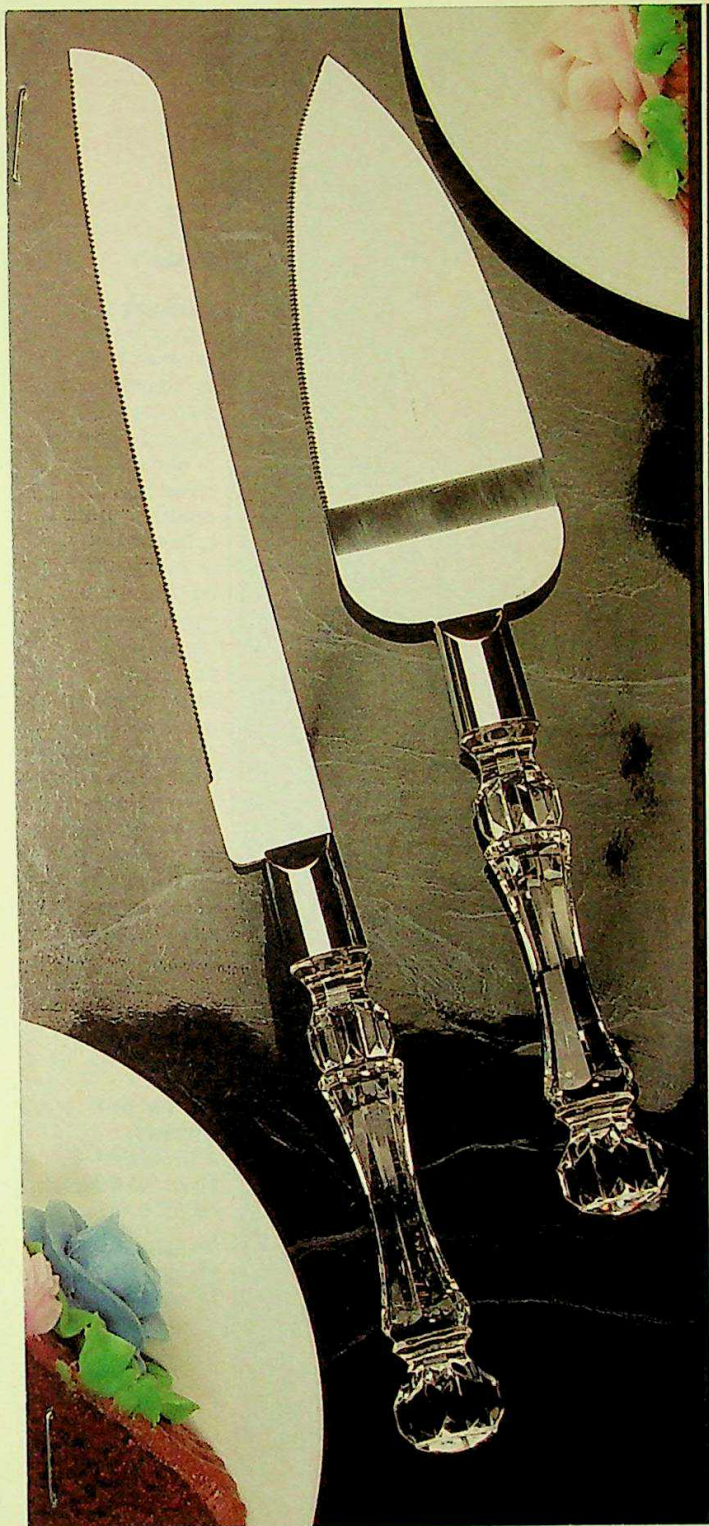


D7/649



Sparkling with light like finest full lead crystal, the diamond-cut handles of our two-piece serving set are in fact made from optic acrylic. And thus allow you the pleasure of an opulent look without an extravagant price. The set includes a thirteen-inch knife and an eleven-inch spatula, each with a gleaming serrated stainless steel blade. Use separately and in concert to serve breads, desserts and more.

□ □ □

**Serving Set
#14-37399-7
Orig. 19.00
NOW 9.00**

**No shipping
charges! See
Coupon.**

Signatures®

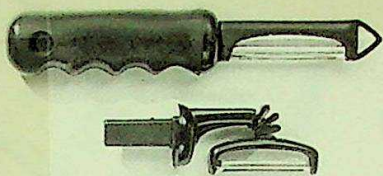
19465 Brennan Avenue
Perris, CA 92599
(909) 943-2021

F-32107R-11

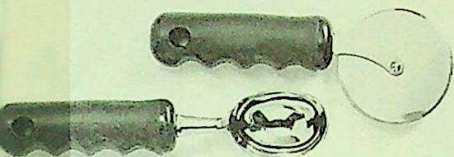
*Rec'd
1/3/95*

D7-649

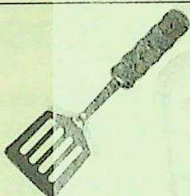
MACY'S SALE CATALOG
Rec'd Aug. 18, 1993



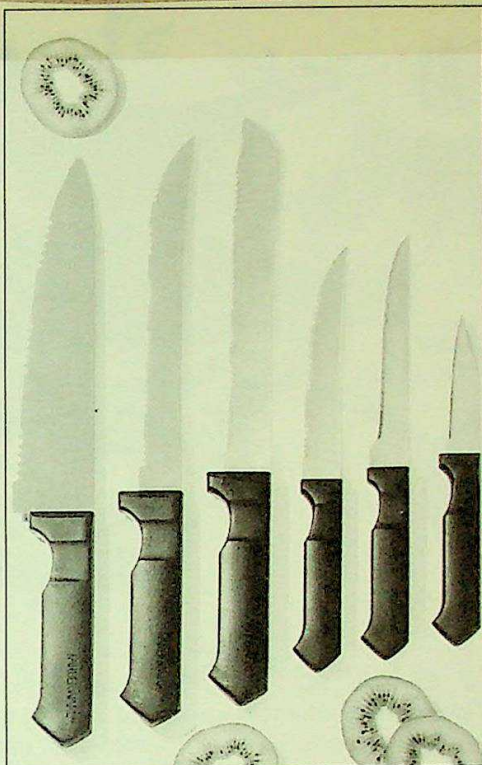
- P** Peeler. #225320. Orig.* \$10
F Flexo peeler. #225321. Orig.* \$10



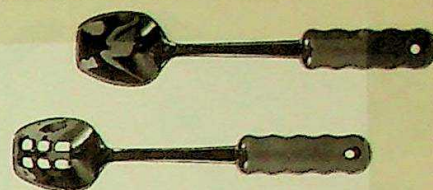
- P** Pizza cutter. #225322. Orig.* \$10
I Ice cream scoop. #225323. Orig.* \$10



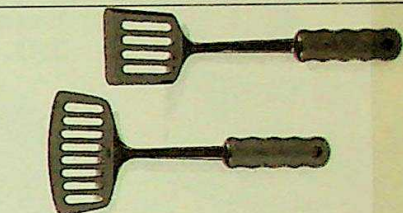
- C** Cutting board. #225324. Orig.* \$10
S Short turner. #225325. Orig.* \$8



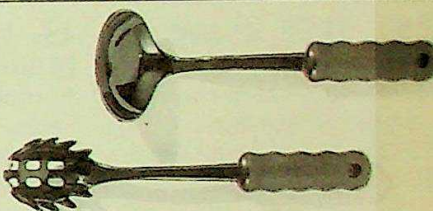
- A** 8" chef's. #225314. Orig.* \$10
B 8" carving. #225315. Orig.* \$9
C 8" bread. #225316. Orig.* \$10
D 6" utility. #225317. Orig.* \$7
E 5" boning. #225318. Orig.* \$6
F 3" paring. #225319. Orig.* \$6



- N** Basting spoon. #225326. Orig.* \$8
S Slotted spoon. #225327. Orig.* \$8

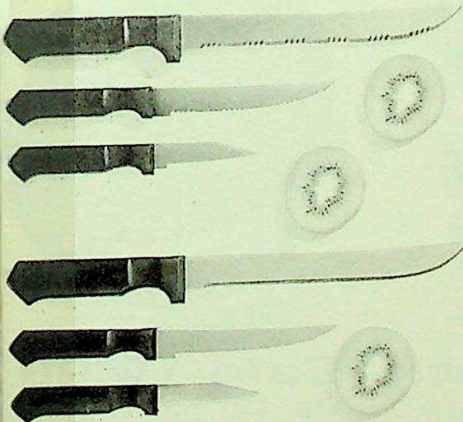


- R** Turner. #225328. Orig.* \$8
J Jumbo turner. #225329. Orig.* \$8

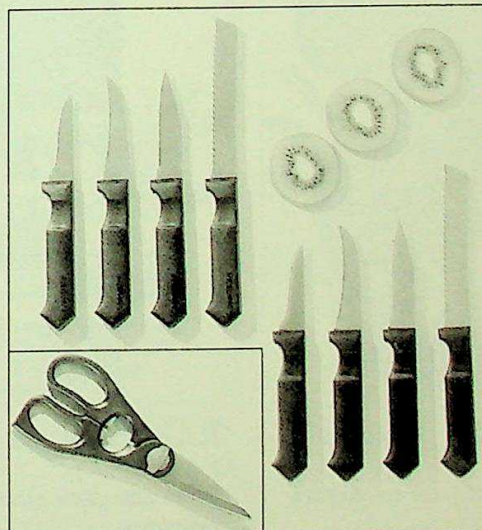


- L** Ladle. #225330. Orig.* \$8
U Spaghetti server. #225331. Orig.* \$8

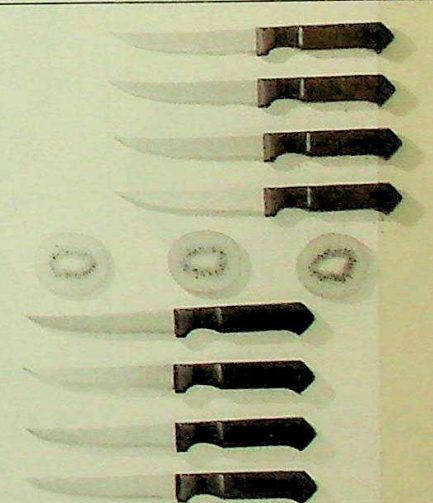
Your choice! Farberware sets & shears 5.99 Orig.* \$15 each



- V** Farberware 3-pc. knife sets. Include paring, utility, slicer. Choose never-needs-sharpening or fine-edge knife set. #225332. Orig.* \$15 each **Your Choice Sale 5.99**

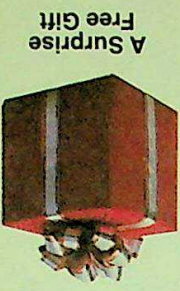


- W** Farberware 4-pc. utility sets. Include two paring, bird's beaks and tomato. Never-needs-sharpening or fine-edge set. #225333. Orig.* \$15 each **Your Choice Sale 5.99**
X Shears. #225334. Orig.* \$15 each **Your Choice Sale 5.99**



- Y** Farberware 4-pc. steak sets. Include 4 steak knives. Choose never-needs-sharpening or fine-edge set. #225335. Orig.* \$15 each **Your Choice Sale 5.99**

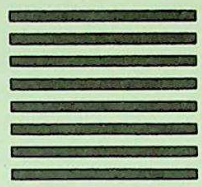
D7/FLATWARE
Box GRP.290



A Surprise
Free Gift



10-Pc. Food
Bowl Set



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

FINGERHUT CORPORATION
11 Mclelland Road
St. Cloud, Minnesota 56372-0011

Fingerhut®

POSTAGE WILL BE PAID BY ADDRESSEE

BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 307 ST. CLOUD, MN



ATTN: ORDER DEPT.
Send 2 free gifts
with this order.

**Receive these
2 FREE GIFTS**
plus...
Yours to keep with your Cutlery order.

**SEND NO MONEY NOW!
KITCHEN TEST THESE FEATURES
- FREE for 30 DAYS!** (with credit approval)

Quality Cutlery at \$1 APIECE!
when you buy the set.

**20
PIECES
\$20***

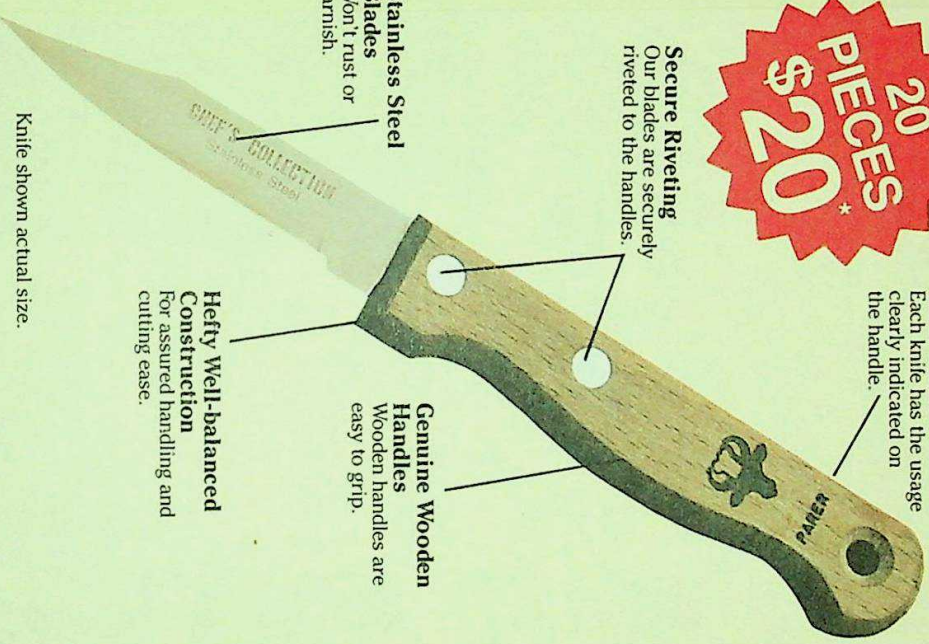
Knife Name
Each knife has the usage
clearly indicated on
the handle.

Secure Riveting
Our blades are securely
riveted to the handles.

**Stainless Steel
Blades**
Won't rust or
tarnish.

**Genuine Wooden
Handles**
Wooden handles are
easy to grip.

**Hefty Well-balanced
Construction**
For assured handling and
cutting ease.



Knife shown actual size.

APRIL 10, 1990

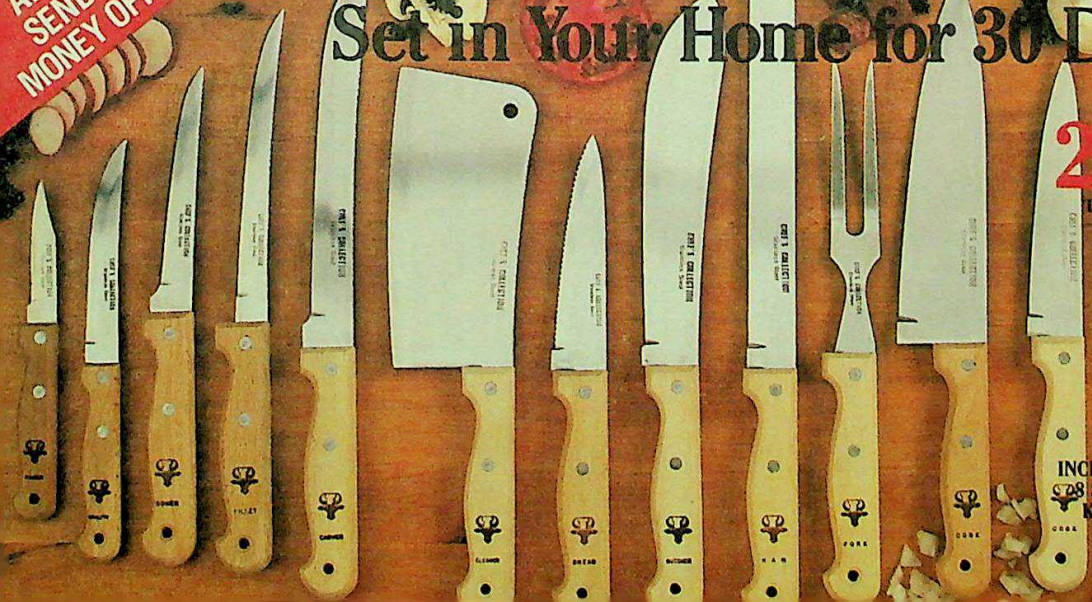
**YOUR SATISFACTION
IS 100% ASSURED!**
*plus shipping and handling

fingerhut®
VALUES DIRECT TO YOU FROM

**Try this 20-Pc. Chef's Collection® Cutlery
Set in Your Home for 30 DAYS, FREE!**
(with credit approval)

**AMAZING
SEND-NO-
MONEY OFFER!**

20 pieces ONLY \$20
That's only \$1 a piece (when you buy the set)



**INCLUDES
STEAK
KNIVES**



plus shipping and handling

**FREE 30-DAY
HOME TRIAL!**
(with credit approval)



CARVE



BONE



PEEL



CHOP



SLICE



20 PIECES JUST \$20*

SEND NO MONEY NOW! First use your Free Trial Cutlery Set to carve turkey like an expert ... swiftly cut thin slices of roast or ham ... bone and trim meat like a master butcher ... chop and mince vegetables, peel apples and potatoes ... and more! You can do it all **FREE** for 30 DAYS!

Then own the beautifully designed set at our low **direct-to-you price!** This skillfully crafted Chef's Collection® Cutlery Set is a super value with real hardwood handles to enhance any kitchen ... and stainless steel blades that resist rust and tarnish.

SATISFACTION ASSURED

If for any reason, at any time, you feel our merchandise does not live up to everything we have promised, let us know. We'll either replace the item or make a cash or credit adjustment. We want you to be 100% satisfied.

VALUES DIRECT TO YOU FROM
fingerhut®

Cutlery from Taiwan, Japan
©Fingerhut 5-045301-000

We reserve the right to substitute similar merchandise of equal or better quality if substituted merchandise is not acceptable, you can return it postpaid during your free trial period without further obligation.

*plus shipping and handling

LOOK AT ALL YOU GET!

- Paring Knife
- Utility Knife
- 6" Cook's Knife
- 8" Cook's Knife
- Boning Knife
- Carving Knife
- Butcher Knife
- Cleaver
- Ham Knife
- Serving Fork
- Bread Knife
- Fillet Knife

**PLUS 8 STEAK
KNIVES!**

APRIL 10, 1990

YOU GET 2 FREE GIFTS

to keep — just for trying the cutlery!



10-Pc. Food Bowl Set

Colorful plastic bowls are fluted for easy pouring. You get one 1-qt. bowl/lid, two 1-pt. bowls/lids, and two 1/2-pt. bowls/lids.



A Surprise Free Gift

We can't tell you what it is, that would spoil the surprise! But it is something very nice for you or your home.

SEND NO MONEY NOW!

Just mail this card to get your Free Trial Set of Chef's Collection® Cutlery!

**SEND NO
MONEY NOW!**

30-DAY NO-RISK FREE TRIAL COUPON

(with credit approval)

• 2132108

Fingerhut Corporation, St. Cloud, MN 56395

☐ **YES.**

Please send me the 20-Pc. Chef's Collection® Cutlery Set for my 30 day Free Trial. Send me my 2 Free Gifts, too!

Print Name _____

Address _____

Apt. No. _____

City _____

State _____

Zip _____

Area Code _____

Home Phone _____

Date _____

If I am delighted with my 20-Pc. Chef's Collection® Cutlery Set at the end of my 30 day Free Trial, I agree to pay the cash price of \$20.00 plus shipping and handling (total cash price of \$26.76) in 3 monthly installments of \$8.92 each. Sales or use tax will be added where applicable. I understand that I may return the Cutlery at my expense if I am not completely satisfied at the end of my 30 day Free Trial. The Free Gifts are mine to keep. This order is subject to approval of my credit by Fingerhut.

Please Sign _____

3 EASY PAYMENTS! NO FINANCE CHARGE!

APRIL 10, 1990

FILL OUT THE FREE TRIAL COUPON, TEAR OFF AND MAIL TODAY! NO POSTAGE NEEDED.

ANGLES IN KITCHEN CUTLERY

on,

Goodnow

atement: "We

points under- such stores name rtising ate an player s re- need to

are positioning ourselves in the middle to high end of the market. We are introducing our LamsonSharp line with rosewood handles and a mark in the middle of the center rivet.

"We feel we are offering something no one else has. Our rosewood handle collection will be our major focus.

"We are a 152-year-old manufacturer, one of the old-

est American-made manufacturers in the United States. We have been serving the professional trade for most of that time, and we have been selling our barbecue sets at retail to stores such as Stodards and catalogers such as L.L. Bean and Brookstone.

"We are not going after the mass market at all with this line. We want to protect the department store and gourmet shop outlets.

"We will be competitively priced with 11 open stock SKUs ranging from \$10 to \$30 and seven sets ranging from \$30 to \$225. We are offering open stock, gift sets and color-coordinated displays.

"We hope to show retailers that they can make larger profit margins. After we get dealers interested in the product, we are planning a fall print campaign in consumer magazines such as Bride's, Modern Bride and Gourmet.

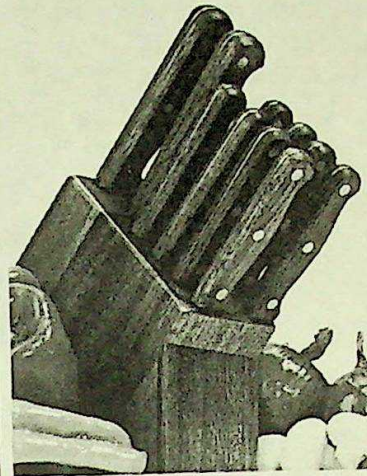
"We anticipate shipping the product March 1."

Carlos F. Mendia,
President,
Mendix Corp.

Positioning statement: "We continue to be America's only complete line cutlery source with completely separate and distinct product lines for department stores and volume merchants combining the best values and quality in cutlery from the Far East and Europe.

"Our basic direction continues to be offering outstanding value for the money with the most outstanding quality, graphics and packaging.

"For 1990, we will introduce several series. For volume merchants we are introducing American Pride, a fine-edge cutlery collection; Ultra Tech, a never-needs-sharpening line



MagnaTech by Mendix

never-needs-sharpening collection with teak and oak handles.

"For department stores, we are introducing American Carver Professional, a top-of-the-line fine-edge set with polysteel blades and full tang, triple-riveted handles. We are also introducing Magna Tech with black handles.

"Never-needs-sharpening is becoming more and more important. For many years, it was treated strictly as a promotional category. By introducing TechKnife Pro, we revolutionized the category by offering professional quality and heavier blade gauge.

"In addition, we are introducing a complete line of open stock cutlery blocks with revolutionary packaging so consumers can see the block inside."

Gene Gaynor,
Product manager,
Regent-Sheffield Ltd.

Positioning statement: "There are strong barriers of entry into the cutlery market. As a result, there is a constant shakeout among the new players.

"The strength that Regent Sheffield has is our strong brand name. Our position is

creation of strong demand retail.

"Our posture is devoting large portion of our budget television advertising on a high-demographic share directed to customers women 29 to 60 years of age. We are targeting that audience through the Good Morning America, Today, Oprah and Donahue shows. As additional support for sell-through, we are advertising in Good Housekeeping the same time as we are promoting sales with in-store point-of-purchase.

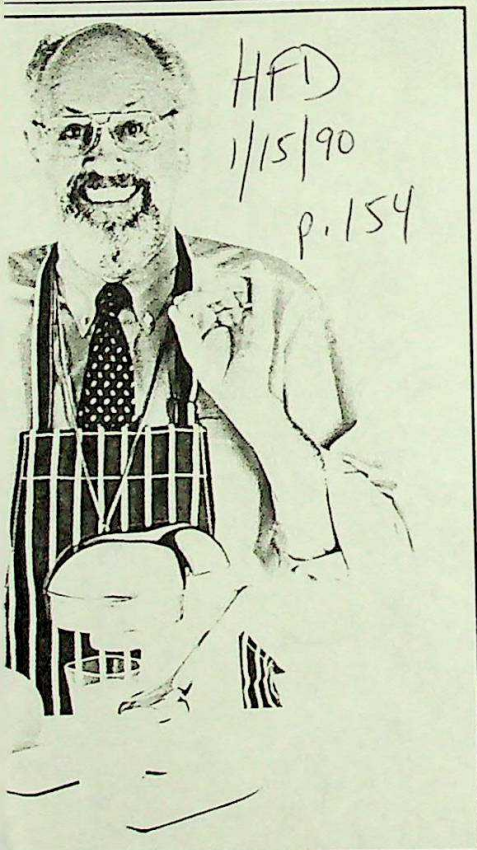
"For 1990, we are committed to extensive search and design on creation of product development and packaging. We are committed to moving current trends and constantly offering new products.

"In January we are rolling off our best Laser line cutlery in plastic and wood handles. For next year, we are positioning our finest line in plastic and wood handles. Laser 7 and Laser 10 are being introduced and will be repackaged and named at the gourmet level in San Francisco."



Laser 7 by Regent Sheffield

Chuck Rosner,
President,
Robinson Design Group
Positioning statement: We are concentrating on



R BREAKFAST

Power of The Frugal Gourmet
Backs the Mighty OJ

has selected the Mighty OJ as the citrus

vegetable to his millions of fans, Mighty OJ advertisement Frugal Gourmet is appearing in concluding Bon Appetit, The New Yorker, and Cook's.

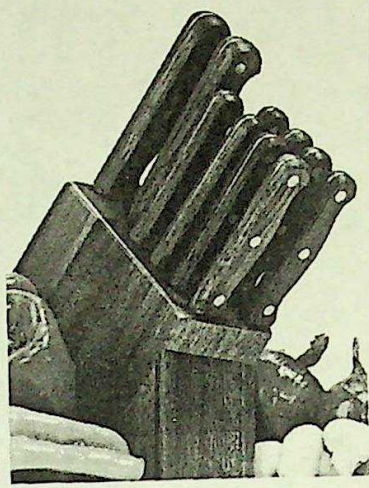
Now carries the Frugal Gourmet ribbon award. So your sales of the Mighty OJ are

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1/15/90

D7-649

CHEN CUTLERY



MagnaTech by Mendix

never-needs-sharpening collection with teak and oak handles.

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"For 1990, we are also committed to extensive research and design on the creation of product development and packaging. We are committed to moving with current trends and constantly offering new products.

"In January we our rounding off our best Laser line in cutlery in plastic and wood handles. For next year, we are positioning our fine-edge best line in plastic and wood handles. Laser 7 and Laser 10 are being introduced and will be repackaged and re-named at the gourmet show in San Francisco."



Laser 7 by Regent Sheffield

Chuck Rosner,
President,
Robinson Design Group

integrated programs, department wall.

ning to 1, a d l e d never-needs-sharpening block set, and Galaxy 2, a plastic-handled never-needs-sharpening collection, as well as Lonestar, a fine-edge block set with wood handles.

"We are going to be more competitive. We have to react to the competitive pressure which is sharp. The overall cutlery market is declining. The never-needs-sharpening category is growing in the open stock area.

"This might be a very rough retail year. Retailer are not as enamored of the cutlery business as they once were. Unless the products are innovative, retailers want products that have better turns; that are more competitive."

Dean Martinson,
vice president of
purchasing,
Stanley Roberts Inc.

Positioning statement: "Our plans are to take a promotionally priced wood-handled never-needs-sharpening collection and a promotionally priced polypropylene never-needs-sharpening series and introduce them in a block set.

"We are basically pushing off the strong Rogers brand name that we have in flatware. We are developing products to fit with price points. The growth in never-needs-sharpening is in the low end; that is where we are going after.

"For January, we are introducing a five-piece and an 11-piece

manuf- States. ing the

professional trade for most of that time, and we have been selling our barbecue sets at retail to stores such as Stodards and catalogers such as L.L. Bean and Brookstone.

"We are not going after the mass market at all with this line. We want to protect the department store and gourmet shop outlets.

"We will be competitively priced with 11 open stock SKUs ranging from \$10 to \$30 and seven sets ranging from \$30 to \$225. We are offering open stock, gift sets and color-coordinated displays.

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"Our basic direction continues to be offering outstanding value for the money with the most outstanding quality, graphics and packaging.

"For 1990, we will introduce several series. For volume merchants we are introducing American Pride, a fine-edge cutlery collection;



Robinson's Galaxy 1

portunity to advertise the Swiss cross and shield brand.

"We are bringing forward a number of products we offer to the food service business. We are going after the mid price point area with high-quality products. There is potential in the middle of the market but the action there has diminished. There is opportunity in the mid price point and an opportunity to have consumers trade up.

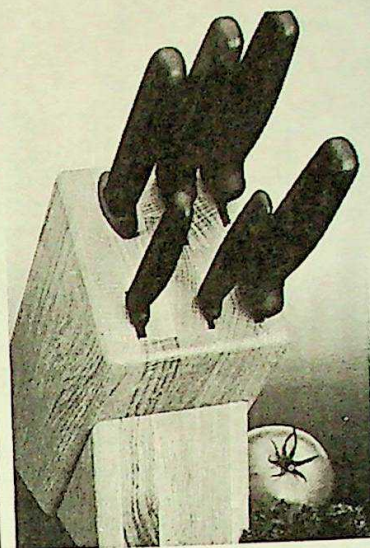
"There is a chef out there that wants a good quality product. We are gearing our product to department,

specialty and gourmet stores.

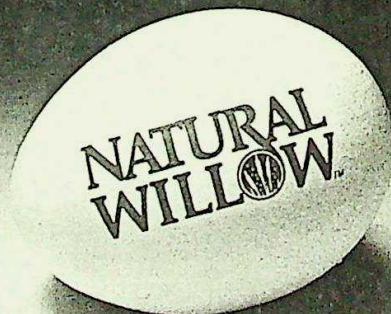
"Cutlery is one of the top three most competitive items in housewares. Price is still driving the category; we would like to see it change so value and quality drive the category.

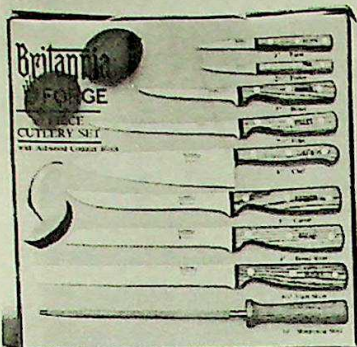
"We are introducing seven packaged open stock items with five gift sets ranging at retail from \$19.95 to \$79.95. We will be introducing a set of four steak knives; a six-piece paring knife set; a two-piece carving set; a three-piece starter set and a seven-piece block set.

(Continued on next page)



Victorinox seven-piece block set





PRODUCT: Soft Cheese Knife

FEATURES: Made in Solingen, Germany. Full warranty. No-stain molybdenum/vanadium/steel. The special laser edge blade has cut-outs which prevent slices of soft cheese, cake, tomatoes, etc. from binding. The handle is made of a sanitary polypropylene material.

SUGGESTED RETAIL: \$15.00

MANUFACTURER: DAMCO. Ojai, Cal.

PRODUCT: Cambridge by Britannia Forge

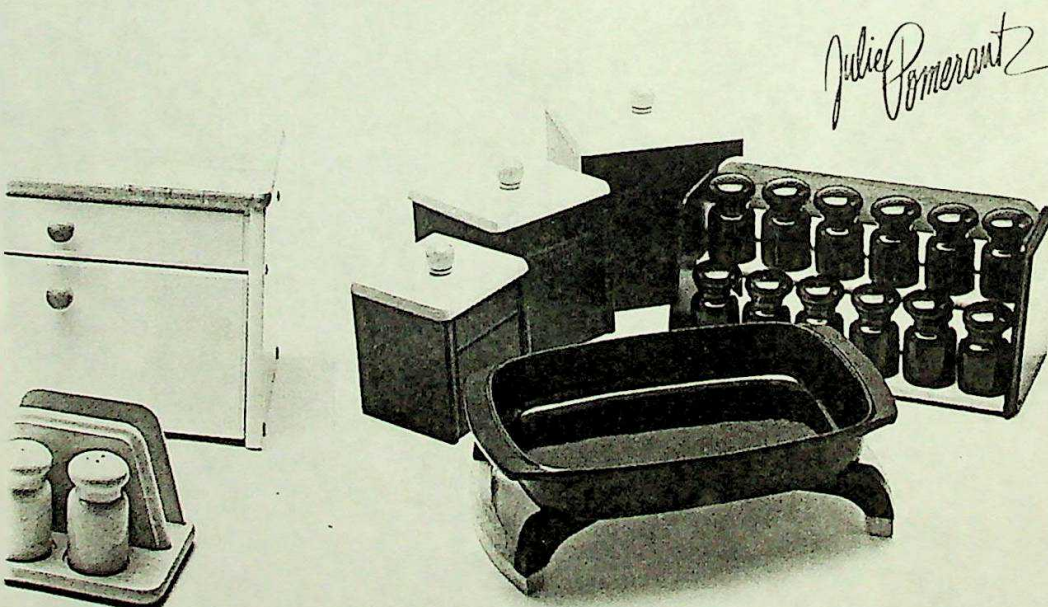
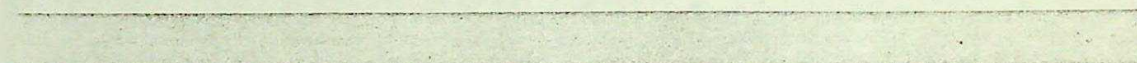
FEATURES: Cutlery set, 10-piece, with matching genuine ashwood handles and solid ashwood countertop black.

SUGGESTED RETAIL: \$69.99

MANUFACTURER: Washington Forge Inc., Wesley Division. Englishtown, N.J.

an Only Be One Original ut again we've got more

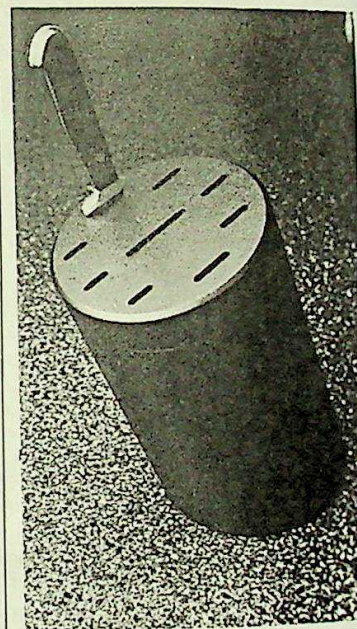
e to get up pretty early in the morning to beat Julie Pomerantz.
n quality. In value. Because we're never asleep when it comes to bringing
what it wants in woodenware. For practically every room of the house.
group of exciting, extraordinary introductions from the leader.
e Pomerantz. Always first with the last name in wood.



Julie Pomerantz

White. A super selection of
, too. Shown here, bread
holder / salt and pepper.

Manhattan, in sleek maple and black. Woodenware
and cookware. Shown here, canister set, 12-bottle spice
rack and 3-quart microwave oven-safe oblong baker.

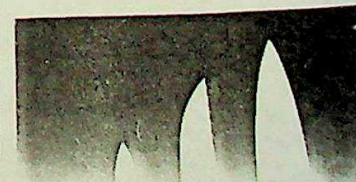


PRODUCT: ABS Cylindrical
Knife Block

FEATURES: ABS plastic
nine-hole cylindrical knife
block 10.63 inches high, 6
inches in diameter.

SUGGESTED RETAIL:
\$44.95

MANUFACTURER: Pro-
gressive Design Series.
Housewares. Seattle, Wash.

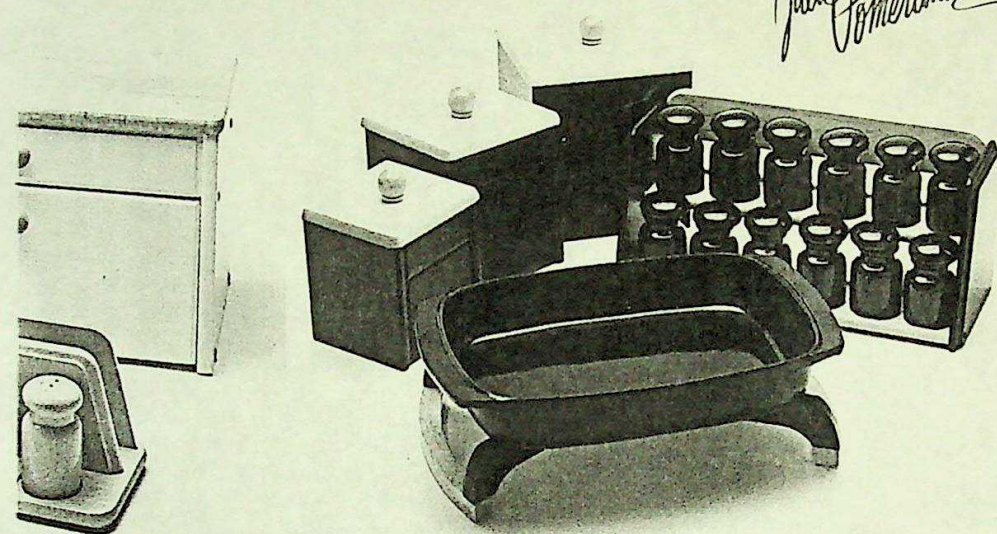


D7-649
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again we've got more

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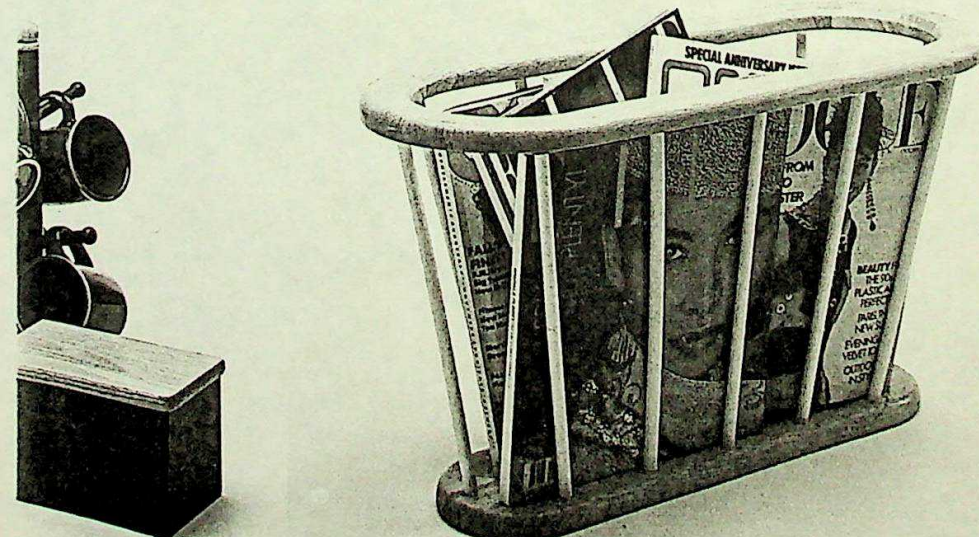
HFD 1/15/90 p.164

Julie Pomerantz



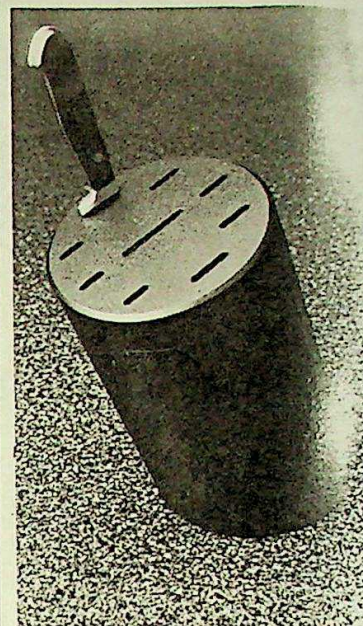
A super selection of
 . Shown here, bread
 slicer/salt and pepper.

Manhattan, in sleek maple and black. Woodenware
 and cookware. Shown here, cannister set, 12-bottle spice
 rack and 3-quart microwave oven-safe oblong baker.



name implies, in
 icts. Shown here,
 5-piece mug tree.

Spindle magazine rack comes in a
 wide range of colors. Also K.D.

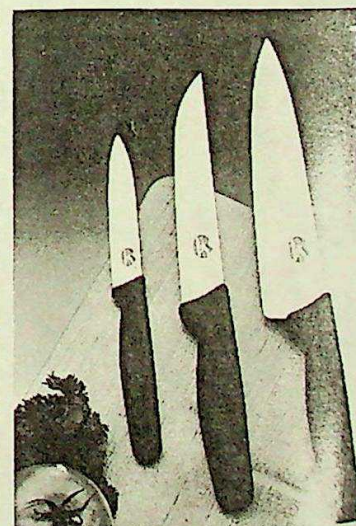


PRODUCT: ABS Cylindrical
 Knife Block

FEATURES: ABS plastic
 nine-hole cylindrical knife
 block 10.63 inches high, 6
 inches in diameter.

SUGGESTED RETAIL:
 \$44.95

MANUFACTURER: Pro-
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 Housewares. Seattle, Wash.

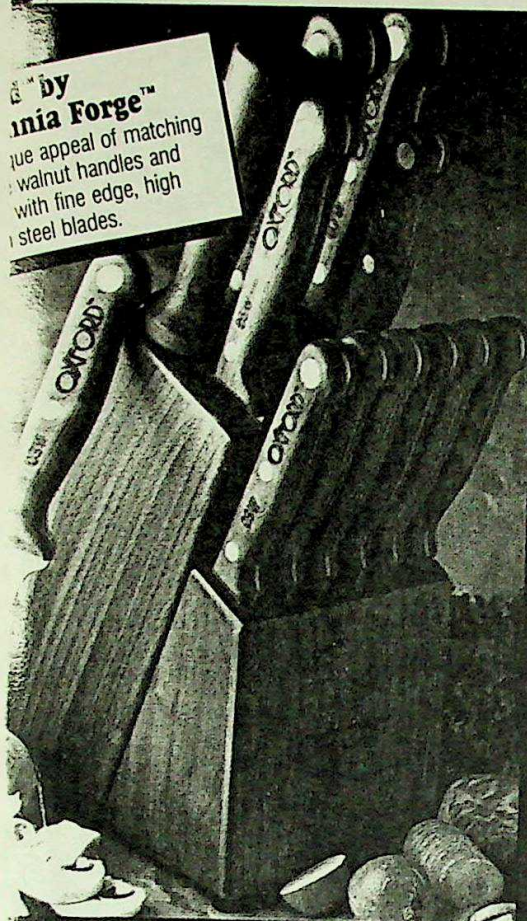


PRODUCT: Starter Set

FEATURES: Paring knife,
 6-inch kitchen knife, 7.5-inch
 chef's knife.

SUGGESTED RETAIL:
 \$34.95

MANUFACTURER: Vic-
 torinox Cutlery. Shelton,
 Conn.



by
Britannia Forge™
The appeal of matching
walnut handles and
with fine edge, high
steel blades.

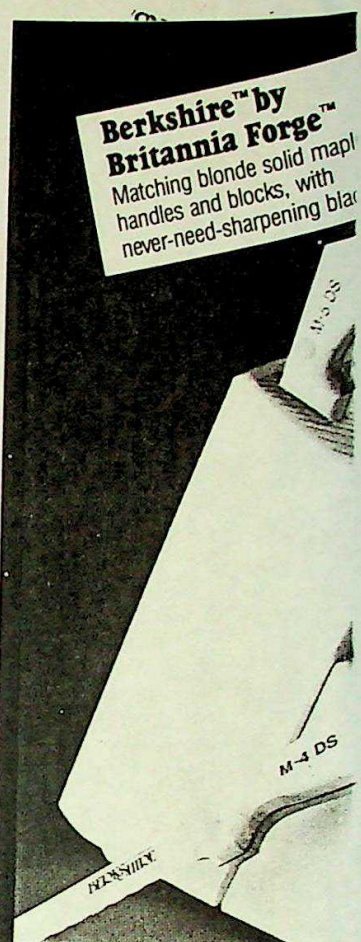
D7-649

HFD 1/15/90 p.173

look of
Washington Forge®:

**DON'T
MISS IT!**

**Booth
E6020-26**



**Berkshire™ by
Britannia Forge™**
Matching blonde solid maple
handles and blocks, with
never-need-sharpening blades



Washington Forge
Never-need sharpening™

**Never-need sharpening™
cutlery**
e, 7 Piece and 5 Piece Sets.

INCLUDES NEW
CHINESE
CHEF'S CLEAVER
中華新刀



From
the new
Forged
Collection™

Larissa™
Reminiscent of an exquisite era.



**EuroSharp™ by
Britannia Forge™**
Never-need-sharpening cutlery
black bakelite handles, black
enameled hardwood blocks.



By adding the Britannia Forge™ lines to the

D7-649

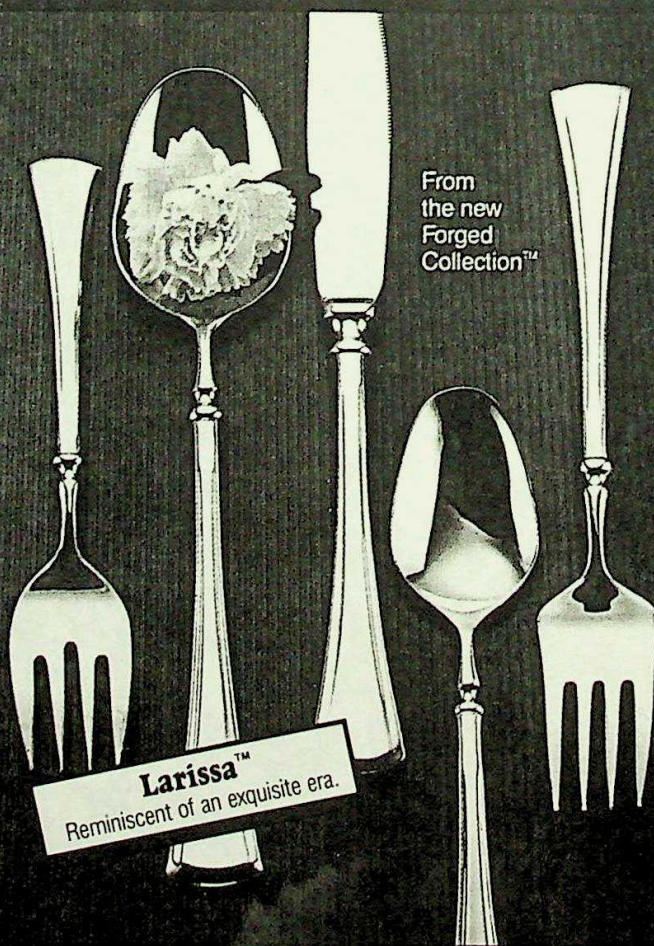
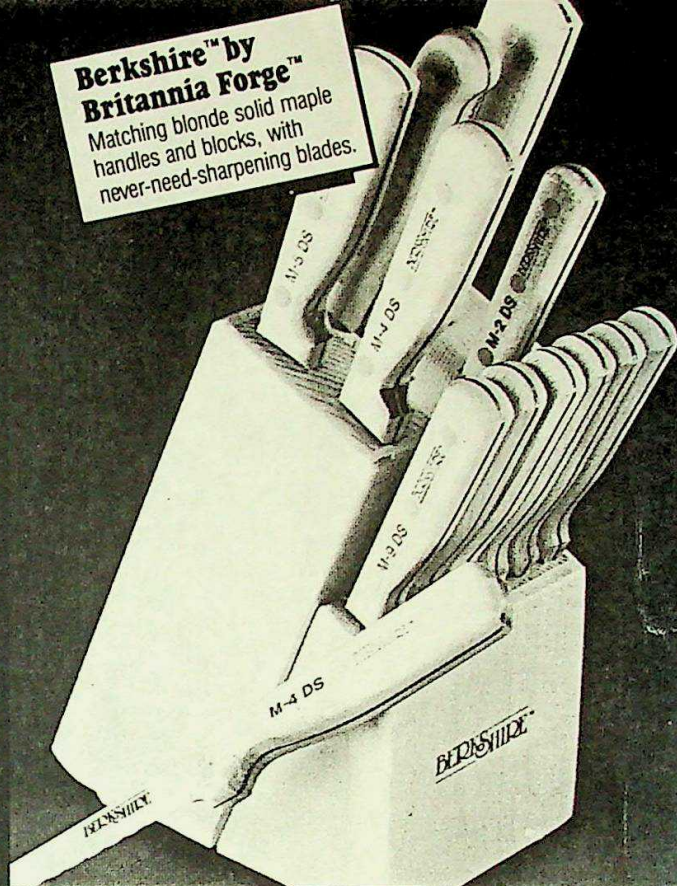
HFD 1/15/90 p. 173

The new look of
Washington Forge®:

DON'T MISS IT!

**Booth
E6020-26**

**Berkshire™ by
Britannia Forge™**
Matching blonde solid maple
handles and blocks, with
never-need-sharpening blades.



From
the new
Forged
Collection™

Larissa™
Reminiscent of an exquisite era.

**EuroSharp™ by
Britannia Forge™**
Never-need-sharpening cutlery,
black bakelite handles, black
enameled hardwood blocks.

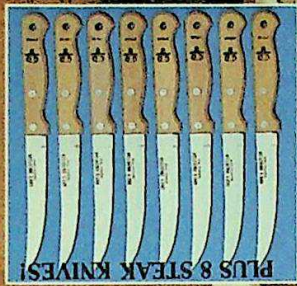


By adding the Britannia Forge™ lines to the
Washington Forge® lineup, we've created
the broadest line of cutlery in the industry.

You'll see new block sets, new gift sets.



There's a knife that's right for every cutting job!



- PLUS 8 STEAK KNIVES!**
- Fillet Knife
 - Bread Knife
 - Serving Fork
 - Ham Knife
 - Cleaver
 - Butcher Knife
 - Carving Knife
 - Boning Knife
 - 8" Cook's Knife
 - 6" Cook's Knife
 - Utility Knife
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YOU GET ALL THIS

for just \$20.00*
(with credit approval)

Try this 20-Pc. Chef's Collection Cutlery Set in Your Home for 30 days, FREE!

SEND NO MONEY NOW!
Introductory offer only for new customers only!

Professional quality gives you a professional edge – from start to finish!

Send No Money Now! Kitchen-test these quality features FREE for 30 DAYS!
(with credit approval)

Knife Name
Usage clearly indicated on each handle

Secure Riveting
Blades double-riveted to handles

Stainless Steel Blades
Won't rust or tarnish

Genuine Wooden Handles
Contoured for an easy grip

Hefty Well-balanced Construction
For assured handling and cutting ease



ORDER DEPT.
Send 2 Free Gifts

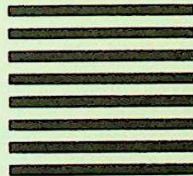
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FIRST CLASS PERMIT NO. 307 ST. CLOUD, MN

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11 McLeland Road
St. Cloud, Minnesota 56372-0005

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IF MAILED
IN THE
UNITED STATES



Rec'd. 1-18-1989

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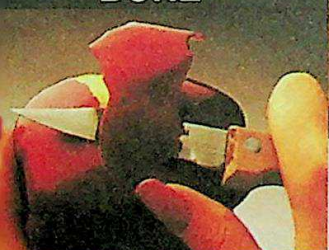




CARVE



BONE



PEEL



CHOP



SLICE



CHEF'S COLLECTION
Stainless Steel

CHEF'S COLLECTION
Stainless Steel

**FREE 30 DAY
HOME TRIAL!**
(with credit approval)

20 PIECES JUST \$20*

That's only \$1 a piece when you buy the set!

Send no money now! First use your Free Trial Cutlery Set to carve turkey like an expert ... swiftly slice thin slices of roast or ham ... bone and trim meat like a master butcher ... chop and mince vegetables, peel apples and potatoes ... and more! You can do it all FREE for a FULL 30 DAYS!

Then own the beautifully designed set at our low direct-to-you price! This skillfully crafted Chef's Collection® Cutlery Set is a super value with real hardwood handles to enhance any kitchen ... and stainless steel blades that resist rust and tarnish.

PLUS ... you get 2 FREE GIFTS!

Yours to keep just for trying the Cutlery!



Handy 10-Pc. Food Containers
Colorful plastic set includes two 1/2-pt. bowls, two 1-pt. bowls, one 1-qt. bowl — each with its own lid!



A Surprise Free Gift
We can't tell you what it is — that would spoil the surprise! But it's something nice for you or your home.

VALUES DIRECT TO YOU FROM
fingerhut

*plus shipping and handling

Cutlery from Taiwan, Japan.

We reserve the right to substitute similar merchandise of equal or better quality. If substituted merchandise is not acceptable, you can return it postpaid during your free trial period without further obligation.

SEND NO MONEY NOW!

**Use this Postage-Paid card
Today to get your
FREE HOME TRIAL!**

SEND NO
MONEY NOW

30-DAY NO-RISK FREE TRIAL COUPON

(with credit approval)

2145605 Fingerhut Corporation, St. Cloud, MN 56395

☐ **YES.**

Please send me the 20-Pc. Chef's Collection® Cutlery Set for my 30 day Free Home Trial. Send me my 2 Free Gifts, too.

FREE:

Just for trying the Cutlery, you'll get a Handy 10-Pc. Container Set and Surprise Gift — yours to keep!

Print Name Rec'd. 1-18-1989
Address 27 / FLATWARE Apt. #
City State Zip
Area Code Home Phone Date
BOX

If I am delighted with my Cutlery Set at the end of my 30 day Free Trial, I agree to pay the cash price of \$20.00 plus shipping and handling (total cash price of \$25.98) in 3 monthly installments of \$8.66 each. Sales or use tax will be added where applicable. I understand that I may return the Cutlery Set at my expense if I am not completely satisfied at the end of my 30 day Free Trial. The Free Gifts are mine to keep. This order is subject to approval of my credit by Fingerhut.

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Please Sign

3 EASY PAYMENTS! NO FINANCE CHARGE!

D7-649

FR 2586606
MAR 1987

AV 293

FRANCE

2,586,606

MARCH, 1987

SIRE- ★ P62 87-103135/15 ★ FR 2586-606-A
Knife manufacturing method - involves cutting blade and tang from one piece of steel strip after compressing to form boss between blade and tang

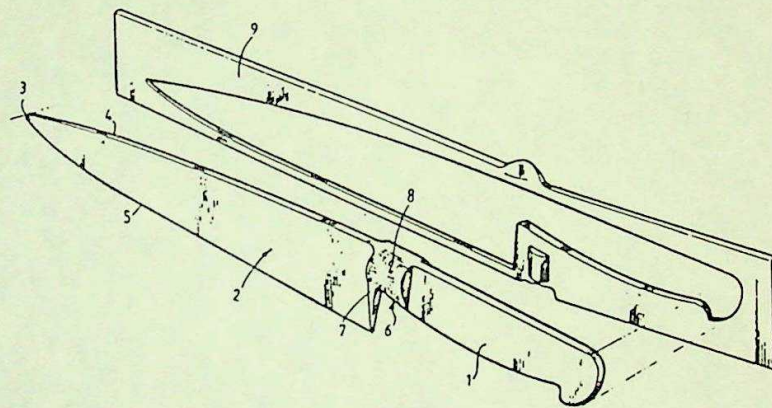
SIRED SOC IND REFOU 03.09.85-FR-013084

(06.03.87) B26b-03 B26b-09

03.09.85 as 013084 (1439MJ)

The knife manufacturing method is for making a blade and tang (2,1) from a single piece of metal. It consists of taking a blank (9) of steel which tapers slightly in width and pressing it to produce a thickened portion between the blade and tang. This is followed by stretching it slightly at the base of the strip before cutting out the blade and tang and machining to shape.

ADVANTAGE - Produces one-piece blade and tang for additional strength. (16pp Dwg.No.7/7)
N87-077498



from 30-344

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US Office: Derwent Inc. Suite 500, 6845 Elm St. McLean, VA 22101

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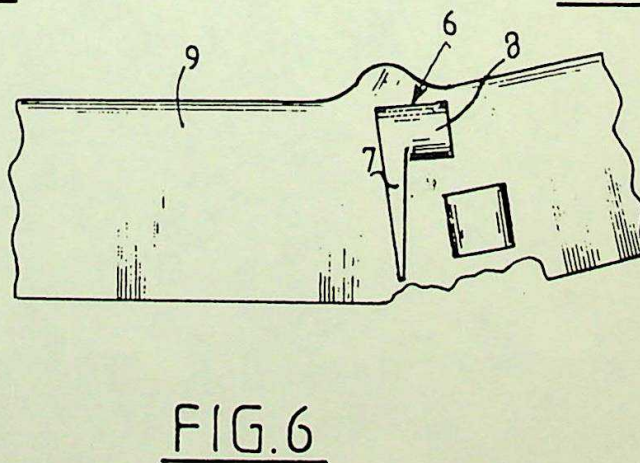
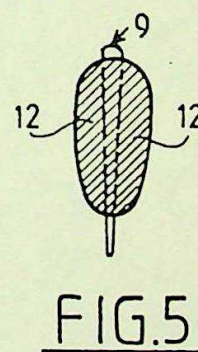
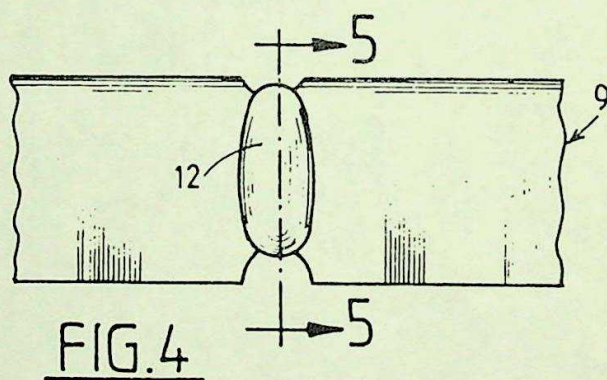
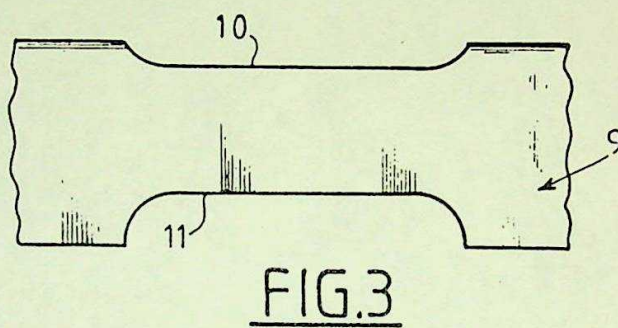
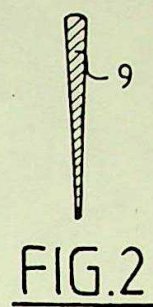
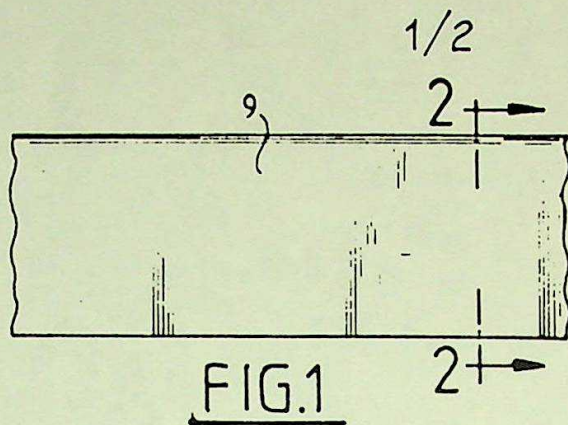
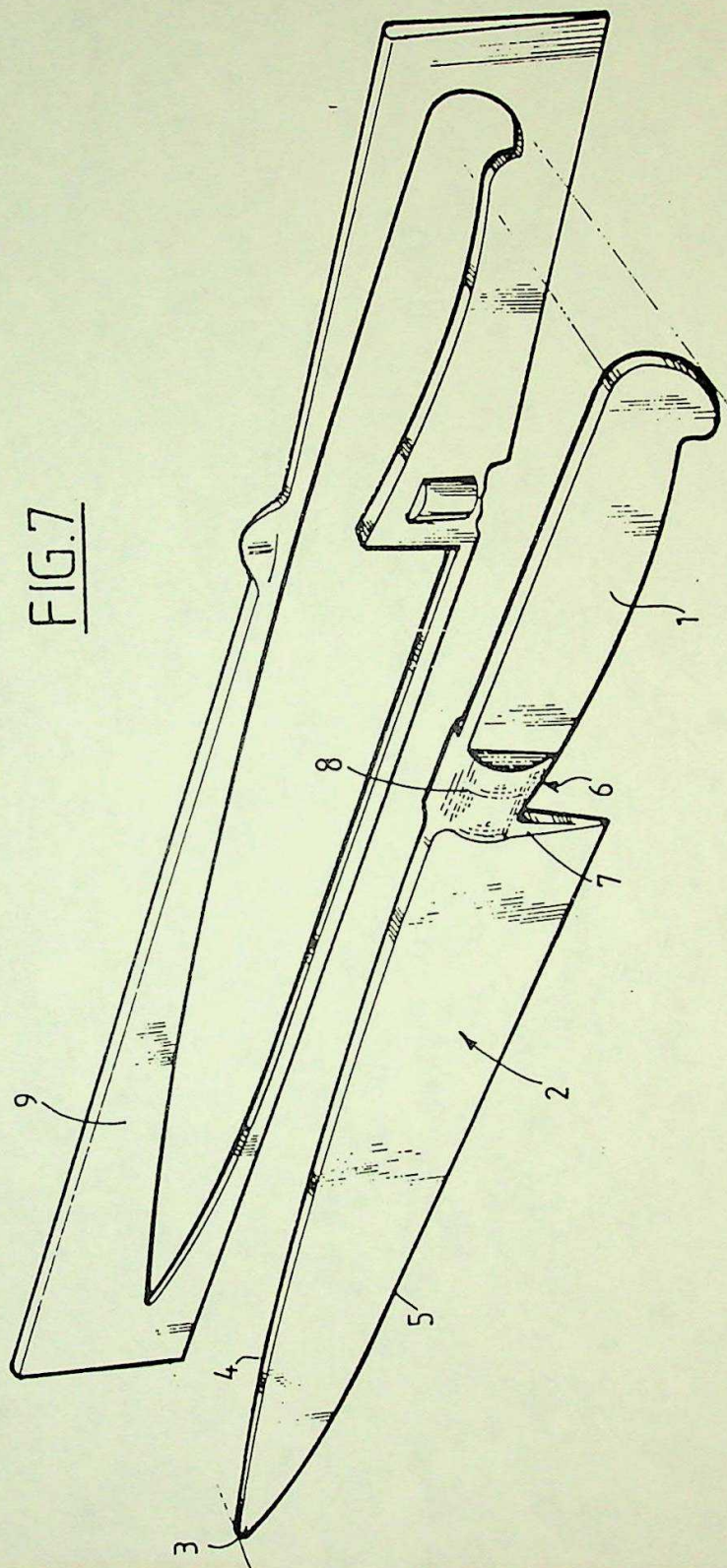


FIG. 7

⑫

DEMANDE DE BREVET D'INVENTION

A1

②② Date de dépôt : 3 septembre 1985.

③③ Priorité :

④③ Date de la mise à disposition du public de la
demande : BOPI « Brevets » n° 10 du 6 mars 1987.

⑥③ Références à d'autres documents nationaux appa-
rentés :

⑦① Demandeur(s) : Société dite : SOCIÉTÉ INDUSTRIELLE
DE REFOULAGE ET DECOUPAGE par abréviation « S.I.-
R.E.D. ». — FR.

⑦② Inventeur(s) : Patrick Dall'Anese.

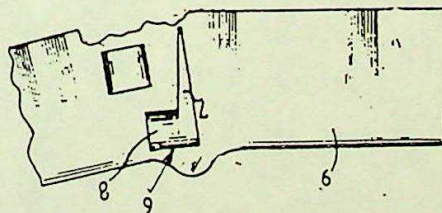
⑦③ Titulaire(s) :

⑦④ Mandataire(s) : Cabinet Lavoix.

⑤④ Procédé de fabrication d'ébauche d'ensemble de lame de couteau et couteau obtenu à partir d'une telle ébauche.

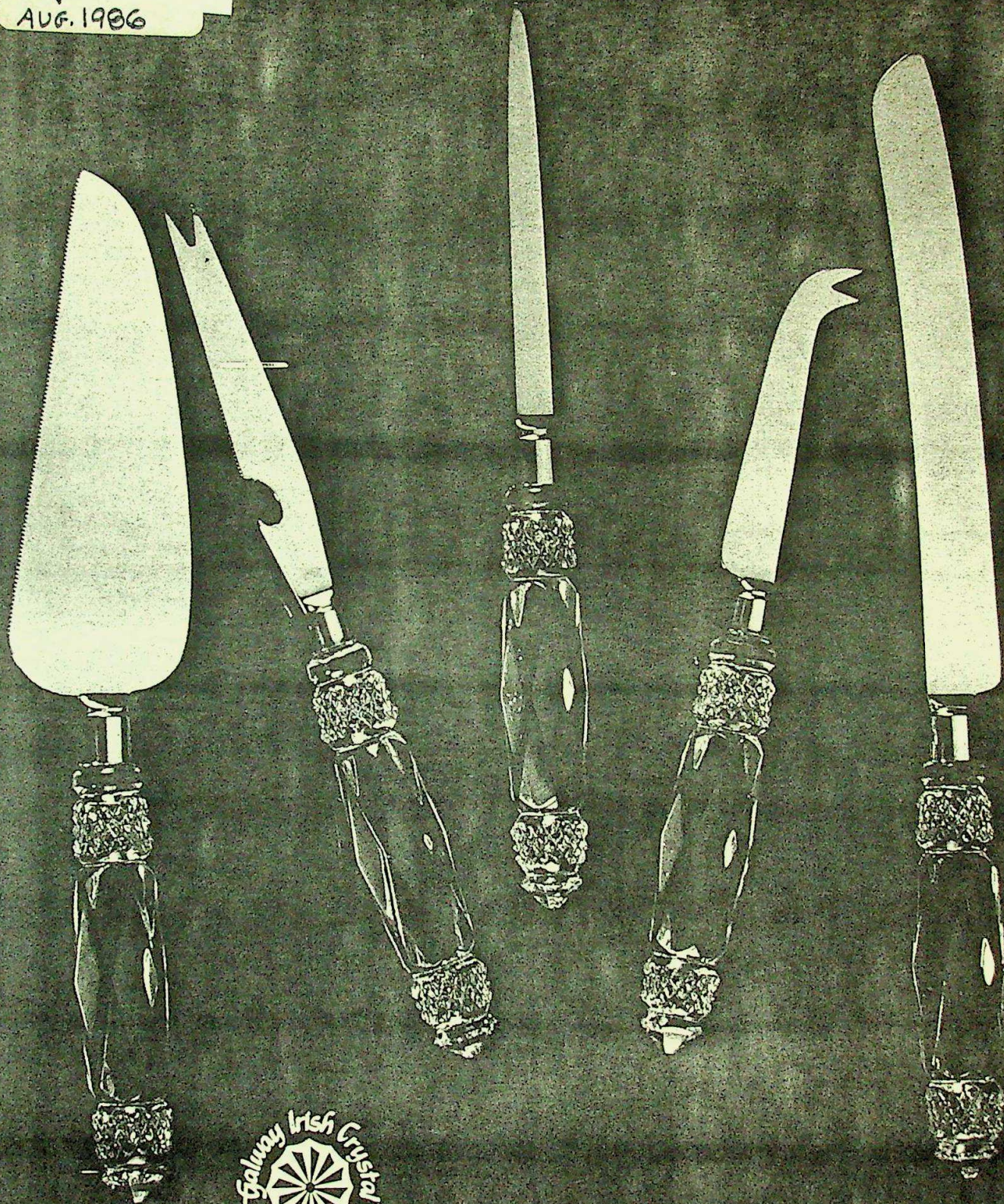
⑤⑦ Ce procédé de fabrication d'ébauche d'ensemble de lame
de couteau en une seule pièce, comportant une soie et une
lame proprement dite, reliés entre elles par une mitre 6, com-
prend les étapes suivantes :

- on forme sur chaque face d'une plaque métallique un
bossage de telle façon que ces bossages soient situés dans
une même partie de la longueur et de la largeur de la plaque;
- on déforme les bossages pour réaliser la mitre 6 de
l'ébauche de l'ensemble de lame à former;
- on coude, de part et d'autre des bossages, la plaque
parallèlement à son plan de symétrie, de telle façon que cette
plaque délimite un V ouvert suivant un angle obtu, la partie
épaisse de cette dernière étant située à l'intérieur du V; et
- on découpe dans la plaque l'ébauche de l'ensemble de
lame de couteau, la lame proprement dite et la soie étant
découpées respectivement chacune de part et d'autre de la
mitre 6, de telle façon que leur épaisseur diminue suivant la
direction correspondante opposée à cette mitre.



D7-649

AUG. 1986



Galway Irish Crystal,
Main Dublin Road,
Merlin Park, Ireland.
Telephone 091 57311.
Telex 28314.

TABLEWARE AUG. 1986
INTERNATIONAL PAGE 11

Please circle number 7 on reader card

D7/151

TABLEWARE
INTERNATIONAL

AUGUST, 1986

PAGE 11

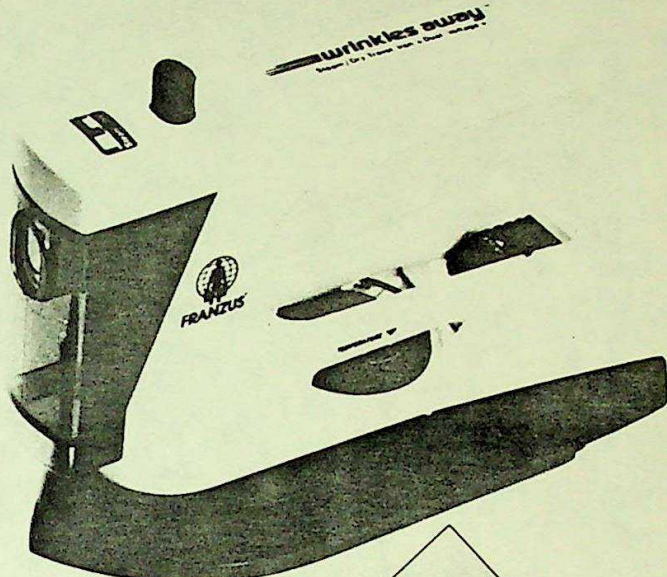
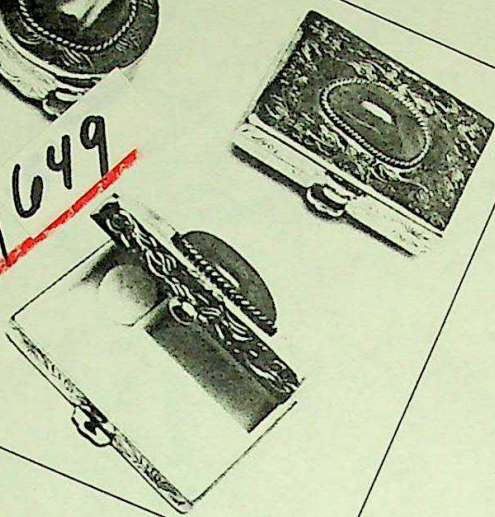
" GALWAY IRISH CRYSTAL "

Sugar Coated
18K gold-plated solid brass pill
boxes set with semi-precious
stones are real gems. \$15, Ohio
Travel Bag, (216) 621-5963.

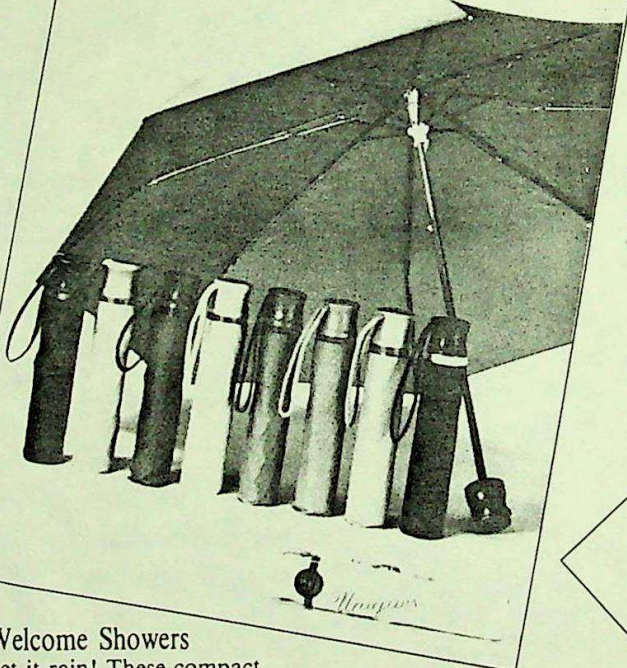
Impressive

The Wrinkles Away™ Steam
and Dry Iron can do any job,
big or small, at home or
away. Removable handle and
water reservoir, travel pouch
and adapter plug. \$26.95,
Franz, (212) 889-5850.

D7/649



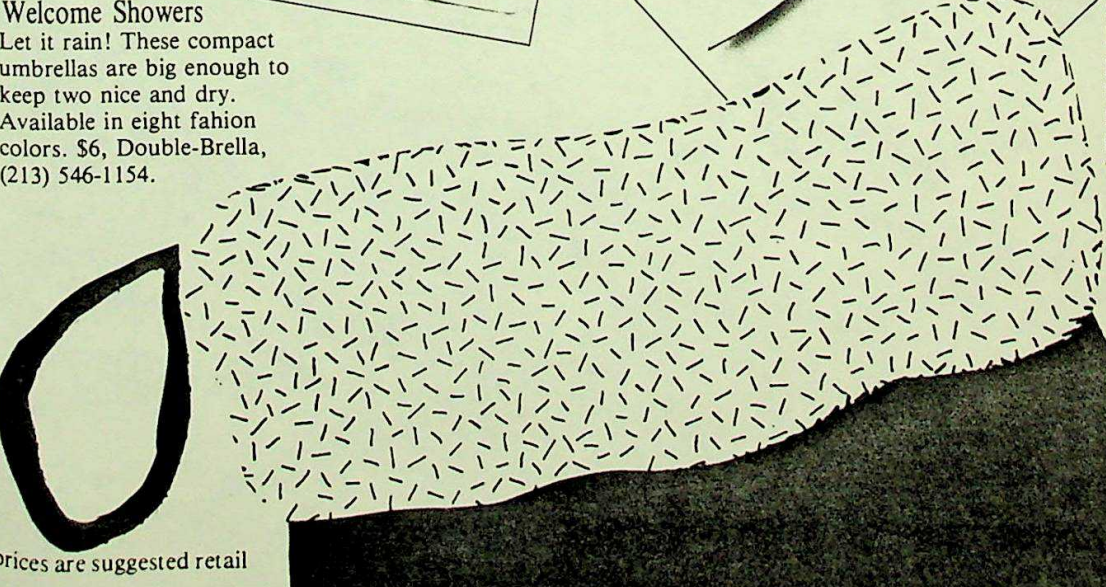
"TRAVELWARE"
AUGUST, 1986
PAGE 25



Welcome Showers
Let it rain! These compact
umbrellas are big enough to
keep two nice and dry.
Available in eight fashion
colors. \$6, Double-Brella,
(213) 546-1154.



The Cutting Edge
Sleek, sophisticated,
lightweight and fits in the
palm of your hand. Its high-
tech look doesn't hide the
fact that it is a quality cutting
instrument. \$24.95-\$29.95,
Tekna, (415) 592-4070.

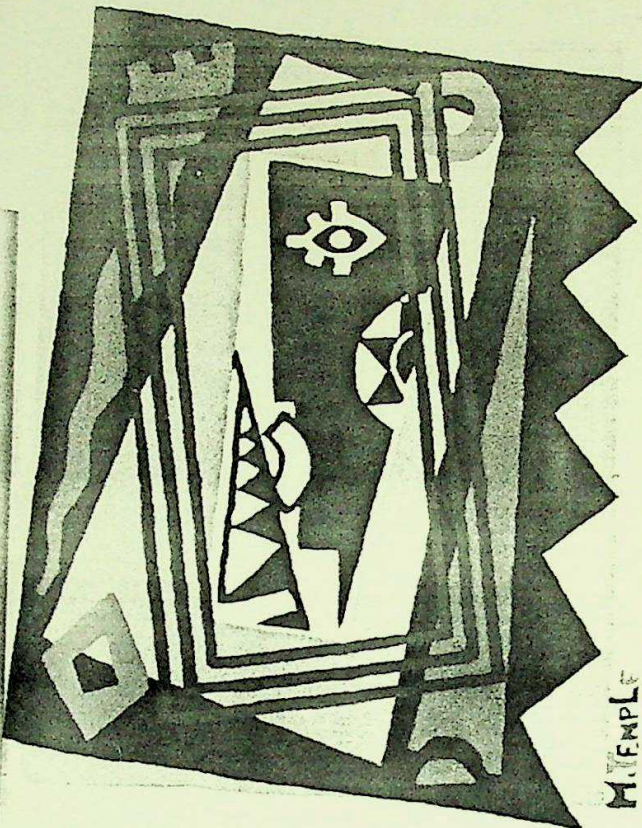


XR in D8/99

07/ 649

Textile treasury

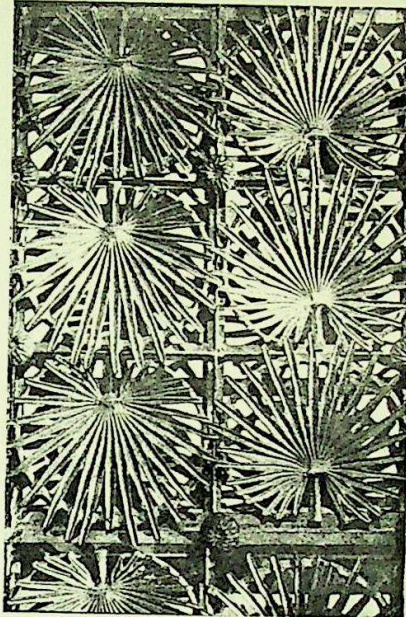
Many companies seeking a focus for their foyers are turning to textile artists like Malcolm Temple, creator of this wall hanging. Work by Temple and other artists can be bought and commissioned at the Contemporary Textile Gallery, 10 Golden Square, London W1R 3AF.



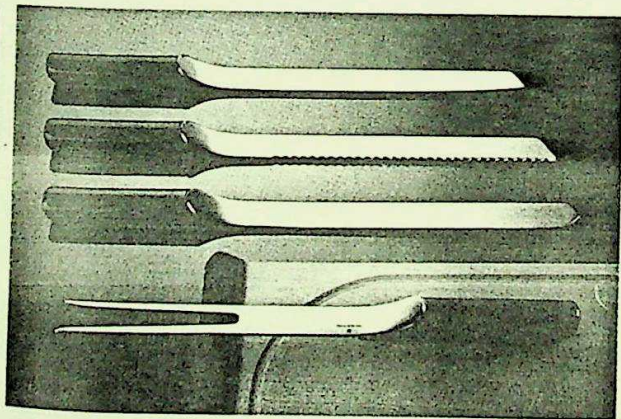
Goodbye to Barcelona

Last month saw the end of the Hayward's *Homage to Barcelona*, a show dominated by Antonio Gaudi, whose architecture formed its breathtaking projected backdrop. Like his buildings, Gaudi's furniture (*below, right*) and metalwork (*below*) owes more to natural structures than any historical style. Without knowing it, Gaudi was a proto-ergonomist, matching the shape of his chairs to the curve of his own back. Among the few examples of commercial design were these Deco scent bottles by Edward Jener. Those on the right are, as far as we know, still in production.

APRIL, 1986

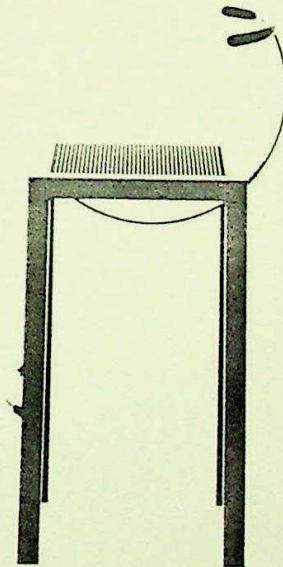


"DESIGN 448"
PAGE 25
APRIL, 1986



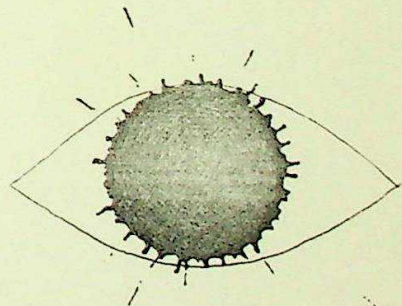
A cut above

The tableware trade's equivalent of the Ferrari, this cutlery has 'made in Italy' written all over it. Designed by Bruno Gecchelin and made by Rete Guzzini, it can be obtained in the UK from Forma, Unit 6 Mitcham Industrial Estate, 85, Streatham Road, Mitcham, Surrey CR4 2AP; 01 646 3883.



Sarapis

With style like this, who cares about comfort? This piece of metallic elegance is a seat called Sarapis designed by Philippe Starck for Aleph, a division of the Italian company, Driade. Details from Driade: +39 523 821648.



'Insight and outlook ...

... views of British design' is to be the theme of this year's Aspen conference, hence this wide-eyed logo by Pentagram Design (01 229 3477). The conference, which is being organised by UK design luminaries Ken Grange and Rosamind Julius, is set for 15-20 June.

with 32 holes for mounting swingable hangers. The basic unit comes with wall standards as well as 15 new Multi Hangers and one each of suit hanger, skirt hanger with clips, skirt and blouse hanger with clips, and a pants/slack hanger. All are available in open

The pivotal hangers in the system allow a person to "index" their closet articles, much as one indexes carpet samples or wallpaper books in a store.

An open stock Extend-A-Bracket (retail \$8) telescopes from the orig-

inal design. Looking at what several custom closet designers were putting together for homes.

"What intrigued us was the excellent systems the in-home designers were creating, and we are bringing that same type of product to the home at a mass market price," Kay told

The Multi Hanger is a new addition to Corr-Pak's hangers, designed exclusively for this system. It enables a person using a conventional hanger to place more than one article of clothing on the Multi Hanger. At the end of the rod extending from the wall bracket are two hooks which hold the hung garments parallel to the extending rod.

"If you can use your imagination and a screwdriver, you will have no problem designing a closet," said.

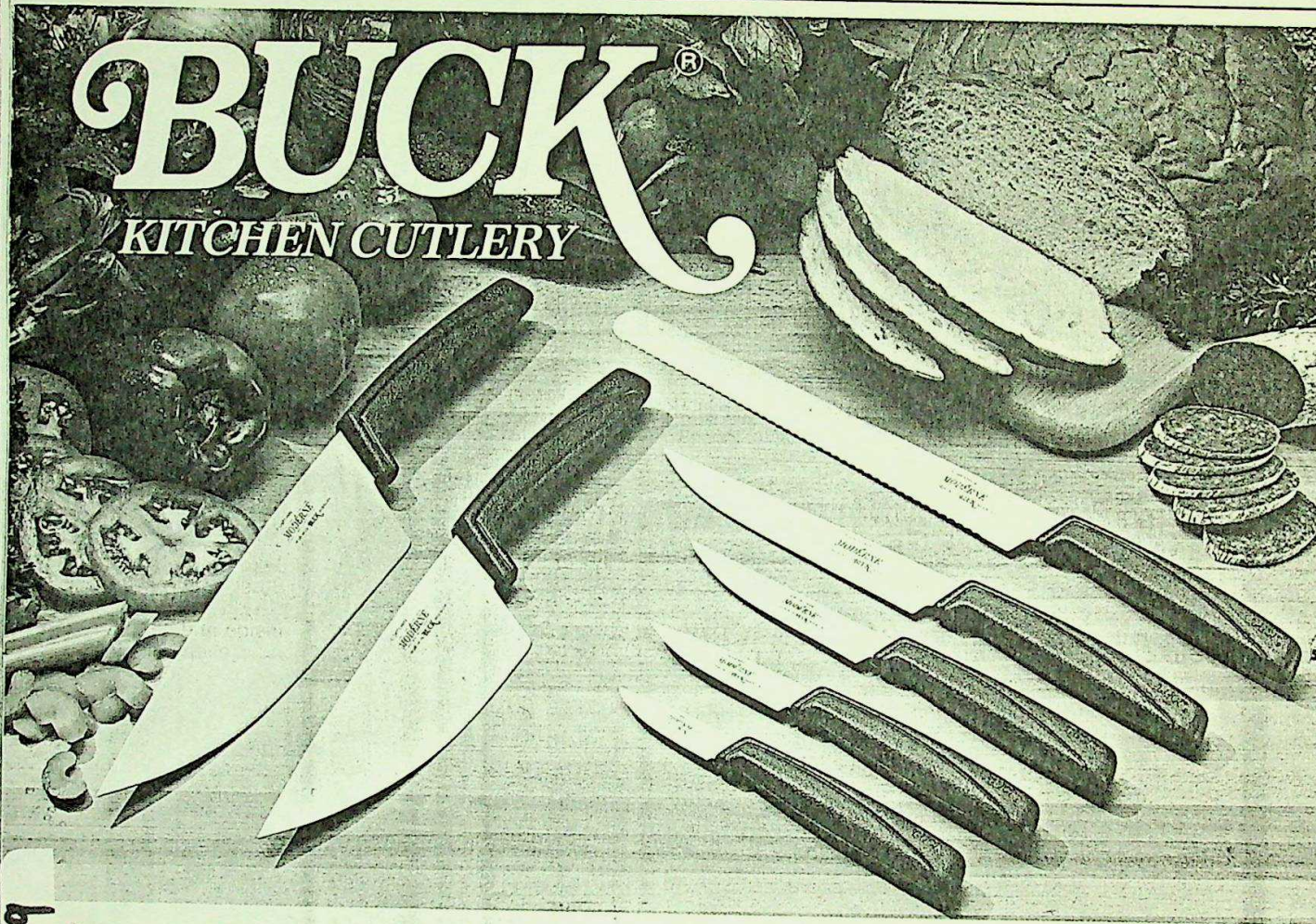
The vertical standards are designed so a consumer can design a multi-tier closet system. Long garments can be hung on the higher tier, while two levels of shorter garments can be hung above and below each other.

Contents of the basic Corr-Pak Closet System box are enough to design a 64-inch closet space.

"Every other closet supplier places the rod with another rod," said. "With ours, you throw away the rod."

The open stock items all come in similar packaging, having only two price points, and are pegboard displayed next to the main item.

Packaging of the Closet System is all four-color, with artwork showing the retail shopper different installation ideas. The Corr-Pak logo is strongly emphasized on both the item and open stock packaging to create the family product feeling.



The blade is superb... HOUSEWARES PAGE 76
but it's the handle that sells 'em!
APRIL 1, 1986

Buck Knives, known for top-quality sport knives since

Yes, it's Buck's unique handle that will clinch the

Party Bag



This is the first aquisition for Florence since he resigned three months ago as chairman and chief executive officer at Towle Manufacturing Co., an umbrella of tabletop, housewares and gift companies that once generated sales approaching \$300 million. Florence marked his reentry into the

in the U.S. market.

According to Florence, this is the first of what he hopes will be a number of acquisitions in this industry. In response to a question about whether he was working on successive acquisitions, Florence said, "Why wait? If something fits into (our mix) then we'll acquire

major industry shows in Milan, Birmingham and Frankfurt to develop a direct import business for department stores. This direct importing and consulting businesses are the two components of Leonard Florence & Associates. "We're very happy with this," said Florence. "We've been work-

tween Syroco and Florence's direct import division, the company will be introducing approximately 1,000 SKUs at the housewares show next month. There will be a major new line of wall decor, including pictures and mirrors, a new line of indoor/outdoor casual furniture. The company

stores, catalog-showrooms, housewares departments and department stores.

According to one unidentified source, Syroco and Burwood had been a significant supplier to Home Interiors & Gifts, the parent company of H.I. Services. Home Interiors is involved in the party planning business. Both Syroco and Burwood had been set up to operate two facilities, one producing products for the retail business, the other producing products for Home Interiors.

Florence, through a series of acquisitions in the 1970s, built Towle into a major force in the tabletop and gift marketplace. His resignation from Towle came at a time when the company had reported a net loss exceeding \$15 million for the third quarter, which ended Sept. 29, bringing the loss for the year to date to \$25 million after a favorable \$3.5 million LIFO liquidation adjustment.

Florence gained his reputation as one of the most intensely sales-driven executives in the home furnishings business. Industry executives recognize him for his marketing talents, his ability to develop an extensive line and bring it to the market, complete with retail sales support tools like sophisticated boxing, display and presentation.

Florence made his mark first in (See **FLORENCE**, page 56)

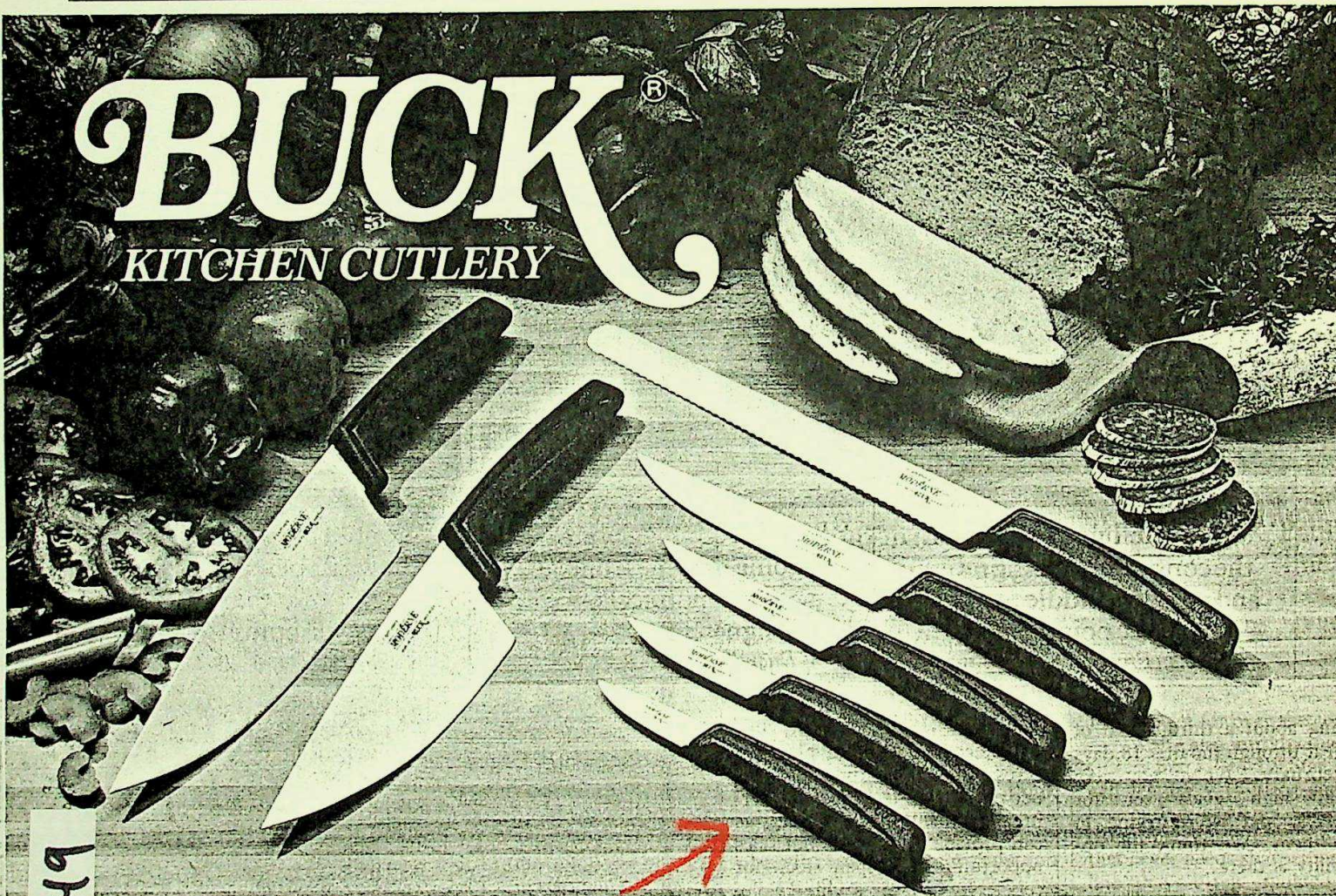
PAGE 54

MARCH 24, 1986

HFD

BUCK[®]

KITCHEN CUTLERY



The blade is superb... MARCH 24, 1986 HFD
but it's the handle that sells 'em! PAGE 54

649/27

New cutlery proliferates at high end

(Continued from preceding page)

Bill Travers,
Vice president of sales,
BOWCO

Florence group to buy Syroco; ex-Towle chief will run supplier

(Continued from page one)

feel good about the staff in Syracuse. We're looking to grow. One area we're looking at is microwave products. It's a natural for us."

This is the first acquisition for Florence since he resigned three months ago as chairman and chief executive officer at Towle Manufacturing Co., an umbrella of tabletop, housewares and gift companies that once generated sales approaching \$300 million. Florence marked his reentry into the

tabletop and gift industry last month, when he formed a marketing consulting firm, Leonard Florence & Associates, Inc. to assist various European companies intending to improve their standing in the U.S. market.

According to Florence, this is the first of what he hopes will be a number of acquisitions in this industry. In response to a question about whether he was working on successive acquisitions, Florence said, "Why wait? If something fits into (our mix) then we'll acquire

it. It's got to be something we can grow with."

During the past few months, he and his associate, Alan Kanter, formerly president of the tabletop division at Towle, travelled to the major industry shows in Milan, Birmingham and Frankfurt to develop a direct import business for department stores. This direct importing and consulting businesses are the two components of Leonard Florence & Associates. "We're very happy with this," said Florence. "We've been work-

ing with department store buying groups, developing product and marketing programs for them. In addition our consulting business is doing well and we're continuing with it."

Florence set up these two businesses last month, focusing on the tabletop, housewares and gift industries, although according to Kanter, the focus is primarily on the housewares segments. Between Syroco and Florence's direct import division, the company will be introducing approximately 1,000 SKUs at the housewares show next month. There will be a major new line of wall decor, including pictures and mirrors, a new line of indoor/outdoor casual furniture. The company

will also unveil 300 SKUs of housewares imports, including flatware, cutlery, glassware and ceramics.

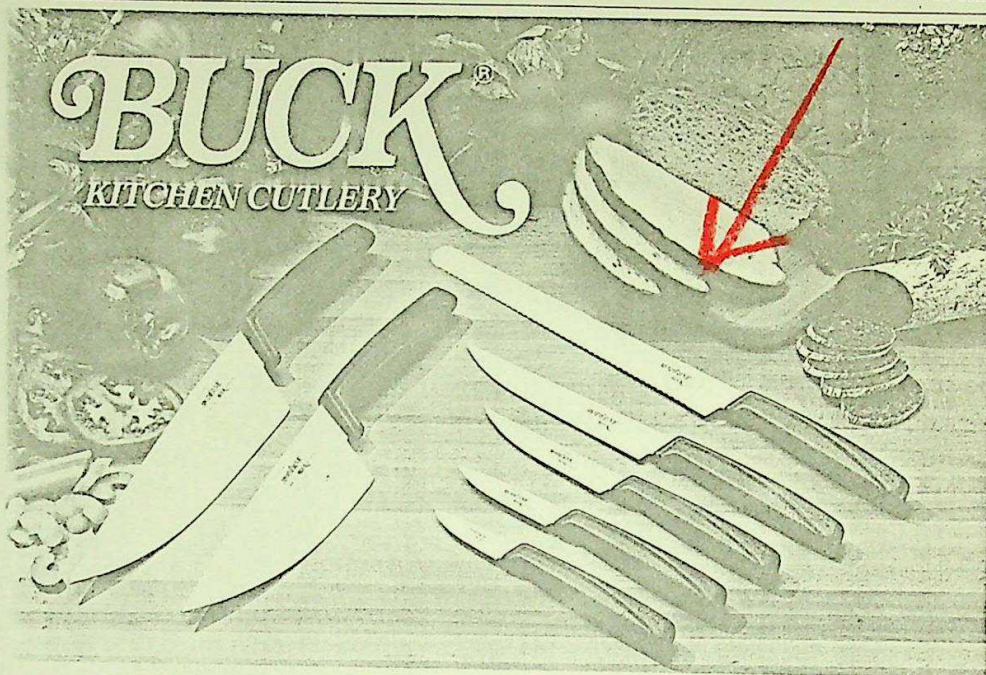
The Syroco acquisition fits in well with Florence's goal to reenter and become a major force in this market. The Syroco product line, which retails up to \$100 with the strength between \$20 and \$50, is sold through distribution channels that Florence is familiar with, including gift stores, furniture stores, catalog-showrooms, housewares departments and department stores.

According to one unidentified source, Syroco and Burwood had been a significant supplier to Home Interiors & Gifts, the parent company of H.I. Services. Home Interiors is involved in the party planning business. Both Syroco and Burwood had been set up to operate two facilities, one producing products for the retail business, the other producing products for Home Interiors.

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Florence made his mark first in (See FLORENCE, page 56)



The blade is superb... MARCH 24, 1986 HFD
but it's the handle that sells 'em! PAGE 54

Buck Knives, known for top-quality sport knives since the turn of the century, now brings its same fine blades to the kitchen! Made of high-chrome, high-carbon rust-resistant steel, Buck blades really hold a keen edge.

Distinctively designed, these new knives were created by skilled Buck craftsmen to achieve precision balance for ease of use. The full-length tang is permanently embedded in the handle, so it will never work loose. Ahh, the handle...

Yes, it's Buck's unique handle that will clinch the sale. The minute your customers pick up any one of these new knives, they'll feel the difference. Shaped to fit the hand comfortably, the handle is slightly pliant, fully resilient—made of textured Kraton* with a tacky feel, for a better grip, even when wet. Washes easily in soap and water.

Buck's Moderne series has 14 different models, including carving fork and sharpening steel, each individually boxed. Plus five attractively packaged sets for gift-giving.

For the cook who demands an extra edge in kitchen cutlery, here is the new answer: Buck Moderne. Don't miss the extra edge that Buck can give you, too!

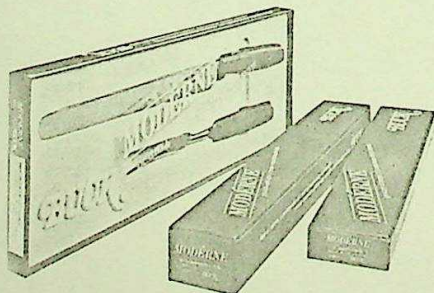
For the full story, contact:
Buck Knives/Housewares
Dept. HFD-324
P.O. Box 1267
El Cajon, CA 92022

NHMA Show
Booth #L1131

BUCK®
KITCHEN CUTLERY

Phone toll-free 800-854-2557
In California, 800-282-5564

*Kraton is a registered TM of Shell



New cutlery proliferates at high end

(Continued from preceding page)

Bill Travers,
Vice president of sales,
Rowoco

"Rowoco's business actually is fairly healthy. We have introduced the Italian line, Sanelli, which we feel very positive about in the upcoming year. We started making deliveries on that late last fall. That will be a major effort for this company this year. We just feel there are a lot of opportunities for us with the new line. This year, we're also re-affirming our position with Sabatier (from France). On the French line, we have an excellent packaging program.

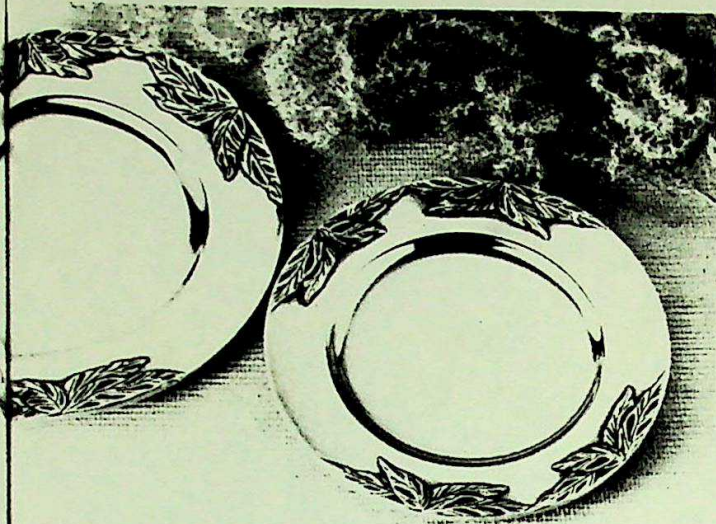
"Most of the independent dealers have responded very favorably to Sanelli. On the other hand, in department stores, it's somewhat difficult to just walk in and get a line established.

"Our growth for the year could be dramatic if everything happens on Sanelli that we think is going to happen. I would hope that we could show a 25 percent increase—that would be the minimum. If we get the other major accounts that we hope to get, growth could be considerably more."

FULL PAGE 54
(REDUCED SCALE)

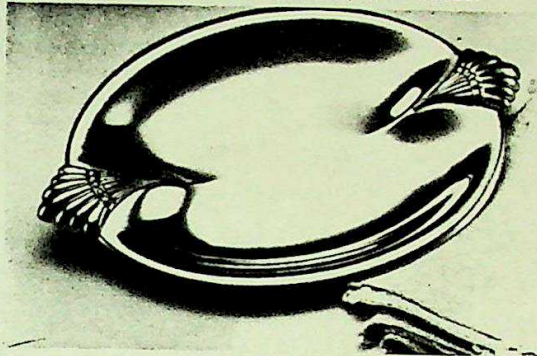
D7/649

GIFTS & DECORATIVE ACCESSORIES JANUARY, 1986

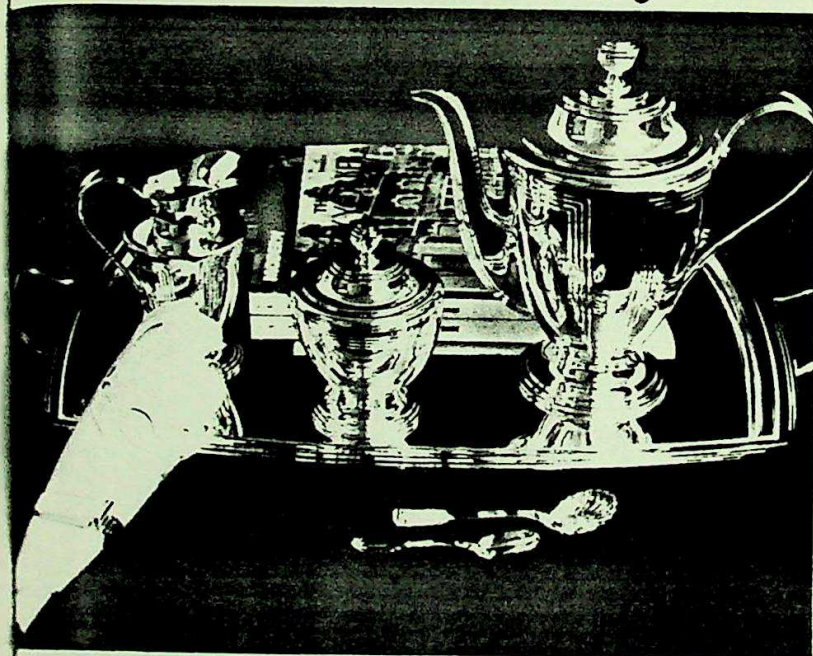


◀ Sylvan plates feature natural forms on Armetale metal. \$15-\$25 retail. Designed by Bruce Fox for Wilton Armetale, 18th & Franklin Sts., Columbia, Pa. 17512.

18/8 stainless and 24-kt. gold electroplated oval bonbon dish in the Kingswood pattern. 10 in., \$22.50. Oneida, Kenwood Station, Oneida, N.Y. 13421.



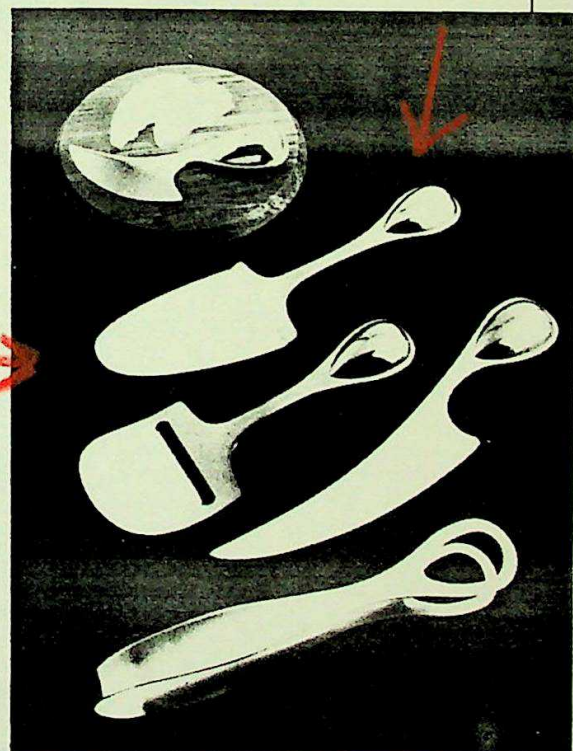
PAGE 113



Art Deco silverplated coffee set includes coffee server, creamer, sugar and tray. Beautifully crafted in Italy. \$1,350. Ricci, 41 Madison Ave., New York 10010.



LaGalleria tarnish-resistant silverplated wine cooler has gold accents. Gift-boxed, \$200 retail. WMF of America, 85 Price Pkwy., Farmingdale, N.Y. 11735.



Brass complements stainless in elegant contemporary hostess knife, cheese plate, cake server and ice tongs. \$20 each retail, gift boxed. Dansk, Mt. Kisco, N.Y. 10549.

G&DA
P113
1186

XR in D7/21 handled trays

Nov. 1, 1985

D7/649

In 1969,
we introduced
commercial cutlery to
consumers and
sales shot up.

Here we go
again.

HOUSEWARES

NOV. 1, 1985

PAGE 95

Chicago Cutlery's BioCurve™ cutlery has proven itself in the toughest market known to man: America's meat-packing plants.

BioCurve knives owe half of that success to a borrowed blade. They feature the same high-carbon stainless steel blade as our Walnut Tradition cutlery—the perennial favorite of butchers and meat-cutters.

But BioCurve adds an important advantage: our patented ergonomically designed handle.

Professional

meat-cutters like the scientifically shaped BioCurve handle for its

comfort. And because it helps them avoid hand and wrist problems caused by conventional straight-handled knives.

The BioCurve line stems from our commitment to meet consumers' needs for safe, easy-to-use cutlery. And our new packaging invites hands-on experience to help close the sale.

BioCurve Cutlery combines the finest edge, a slip-resistant ergonomic handle, and self-selling packaging at exceptional prices. Plus, it's commercially proven.

A similar formula propelled our Walnut Tradition cutlery to its current reign as America's most popular quality brand. With BioCurve we're going to make history repeat itself.

For complete details, call or write Duane Scott, Vice-President of Sales.

Chicago Cutlery

To be the best, you've got to have an edge.

5420 North County Road 18, Minneapolis, MN 55428. Phone: 612/533-0472. ©1985 Chicago Cutlery

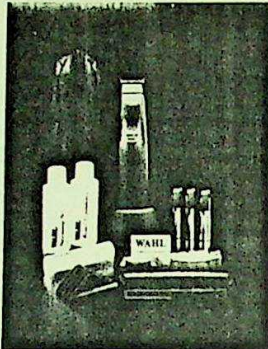
NEW PRODUCTS

D7/649

95

HOUSEWARES® November 1, 1985

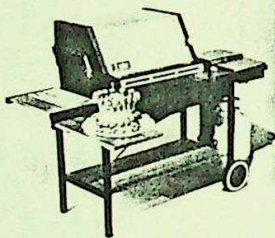
Travel Trimmer



STERLING, IL.—The Groomsmen Deluxe Travel Kit from Wahl Clipper features a cordless facial hair trimmer for beards, mustaches, sideburns and neckline, plus accessories.

Booths 4142-5

Gas Barbecue



PALATINE, IL.—Weber Gas Barbecues from Weber Stephen feature 540 square inches of cooking area, stainless steel burners, one-button ignition and Flavorizer™ bars.

Booths 4369-72, 4169-72

Acrylic Coolers

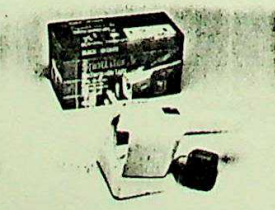


CHICAGO—Grainware's Ice Cool and ViniCool are available in crystal clear acrylic with silver accents, or smoke acrylic with gold accents.

Booths 3726-29

Compact Spotlight

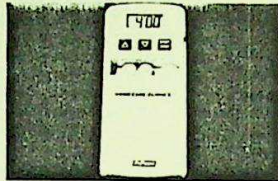
BRIDGEPORT, CT—Black &



Decker's cordless rechargeable SpotLater Jr.™ weighs 1½ pounds, is 9 inches long and provides 60 minutes of light per charge.

Booths 3935-7, 4035-8

Pill Storage/Alarm



KANSAS CITY, MO.—Nelkin/Piper announces the Homecare Clinic™ Easy-Set Pill Alarm™ with

built-in pill storage and sliding door cover. Suggested retail under \$10.

Booths 2707-8

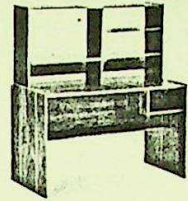
Espresso Maker



CHERRY HILL, NJ.—Melitta introduces its EX-3A electric espresso and cappuccino coffeemaker in stainless steel with 6-cup water reservoir and drip-free glass carafe.

Suggested retail \$99.95.
Booths M714-20 Even

Home Study Center



HENDERSONVILLE, TN.—Globe Business Furniture's Hickory Woodgrain home study center Model #5349 is 48 inches wide, 22 inches deep and features a 26-inch shelf hutch unit.

Booths W3026-28

In 1969,
we introduced
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HOUSEWARES

NOV. 1, 1985

PAGE 95

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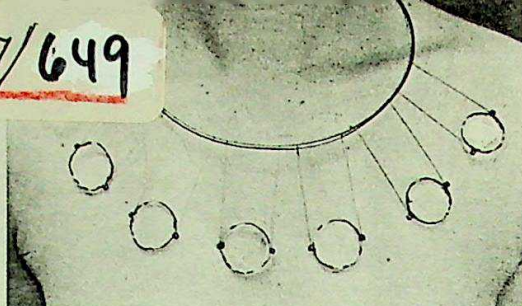
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5420 North County Road 18, Minneapolis, MN 55428. Phone: 612/533-0472. ©1985 Chicago Cutlery

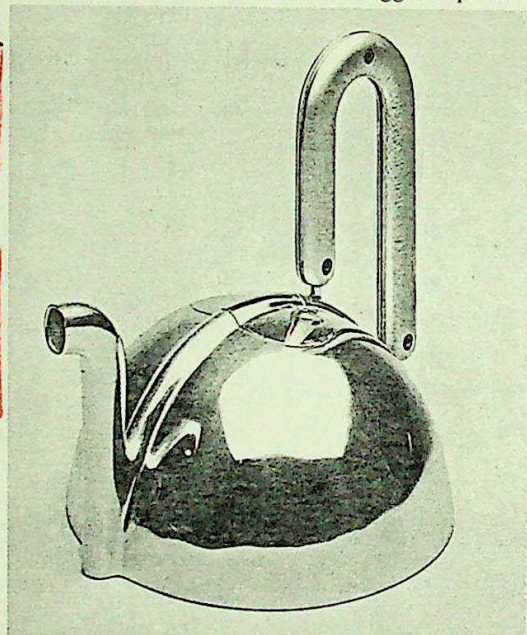


James Minson, Sydney College of the Arts, «Neckpieces», collane in vetro, nylon, fili di acciaio.

di Jeffrey Newman

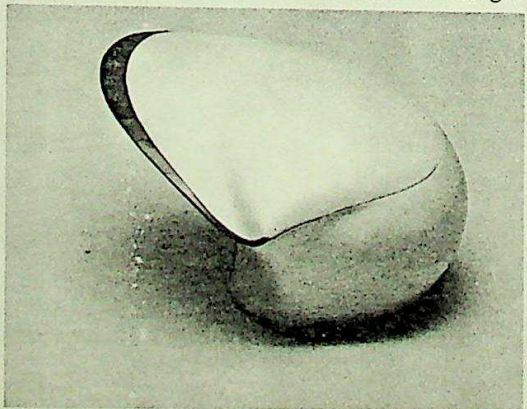
Si sa che l'Australia è un paese «giovane». Prima del 1945 la produzione industriale si basava essenzialmente su strutture commerciali con un elementare grado di meccanizzazione. La produzione avveniva solo per il mercato locale. Nei tardi anni '40 l'Australia stava per intraprendere per la prima volta — ad esempio nel campo dell'industria automobilistica — la produzione su vasta scala. Da tempo esistevano un'industria pesante e una produzione di articoli per la casa, ma non una produzione di massa.

Un incentivo all'industria venne dalla politica governativa, che sovvenzionò e incoraggiò la produ-



Johannes Kuhn, Canberra School of Art, «Teapot» in ottone argentato e alluminio.

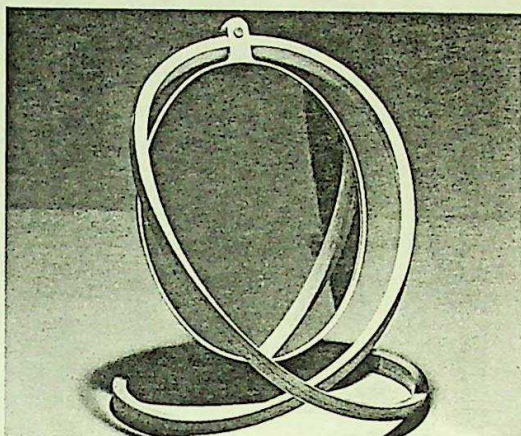
zione locale di quei prodotti che tradizionalmente il paese importava dal resto del mondo. La grande immigrazione di quegli anni fornì da una parte la mano d'opera e dall'altra il mercato. Ne conseguì



Robert Foster, Canberra School of Art, «Lidded Container» in alluminio anodizzato e resine poliesteri.

economico degli anni '50 e '60 non fu data sufficiente enfasi al design industriale e alla qualità dei prodotti. Gran parte della nuova capacità produttiva interna era nelle mani degli americani e degli inglesi, che imposero i propri modelli e il proprio stile sul mercato australiano.

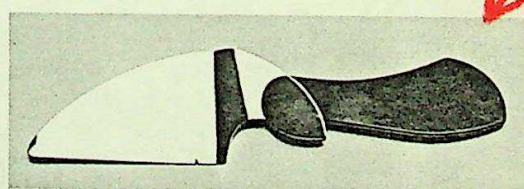
Qualcuno vide il pericolo insito nel non sviluppare un'identità e una capacità nazionali nel progetto e nella produzione. Così, nel 1957, fu costituito l'Industrial Design Council of Australia (IDCA) per incoraggiare i produttori a perseguire i massimi livelli di qualità e originalità progettuale.



Chris Hansen, Canberra School of Art, «Dressing Mirror», in legno.

L'obiettivo era che i produttori favorissero lo sviluppo di prodotti nuovi che potessero essere esportati in tutto il mondo, creando così nuovi mercati per l'Australia. Questo è ancora oggi l'obiettivo dell'IDCA. Esistono alcune industrie che con la loro capacità inventiva hanno saputo superare i problemi generati dalla distanza dei mercati di esportazione e produrre beni di alta qualità internazionalmente riconosciuti. Ormai i produttori riconoscono nella qualità del progetto uno dei fattori determinanti del successo commerciale sia sul mercato interno che su quello d'oltremare. Esistono ad esempio nuove industrie che sviluppano una sofisticata tecnologia (microelettronica). Oggi anche queste industrie si stanno facendo strada in un mercato esterno dominato dal dopo-guerra in poi dalle società straniere.

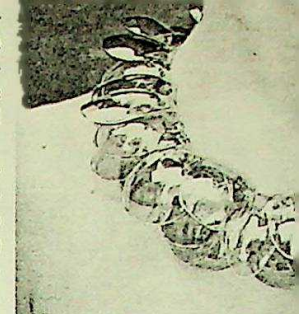
■ According to a popular cliché Australia is a «young» country. Just how young can be demonstrated by reference to the history of manufacturing in Australia.



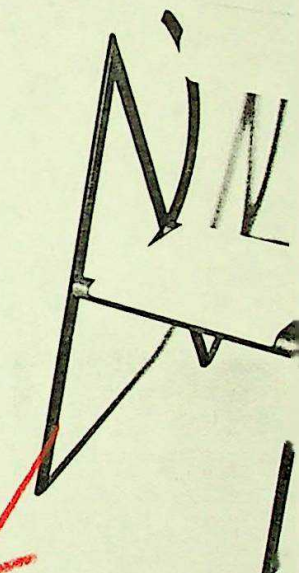
Pamela Fuayne, Canberra School of Art, «Cake Knife» in acciaio e resine poliesteri.

Prior to 1945, production was essentially based on trade shops with degrees of mechanisation. Production was only for the small home market. In the late 1940's as Italy's manufacturers were recommencing mass production Australia was about to embark on volume production for the first time — for example in the motor car industry. Australia has always produced heavy engineering products, as well as domestic products, but not on a mass scale.

The incentive to manufacture came from government policy which subsidised and encouraged import replacement, producing more of the products Australia traditionally imported from elsewhere in the world. Growth in

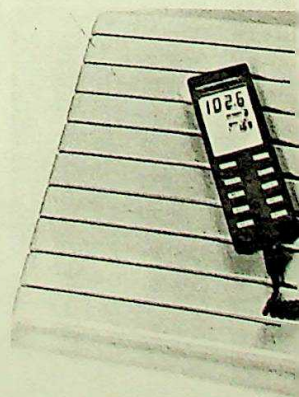


manufacturing followed, but conditions of the 1950's and emphasis was put on good high quality, and too much on output for an indiscriminate Sharp minds saw the danger national identity and national manufacture. So, in 1957, the Council of Australia (I.D.C.) encourage manufacturers standards of design originality their products. It was hoped would encourage development products which could be exported world thereby developing Australia. This remains the



Mark Newson, Sydney, «Compass Chair» in alluminio.

to this day. The idea that a small country could compete in the has often presented a mental Australian manufacturers.

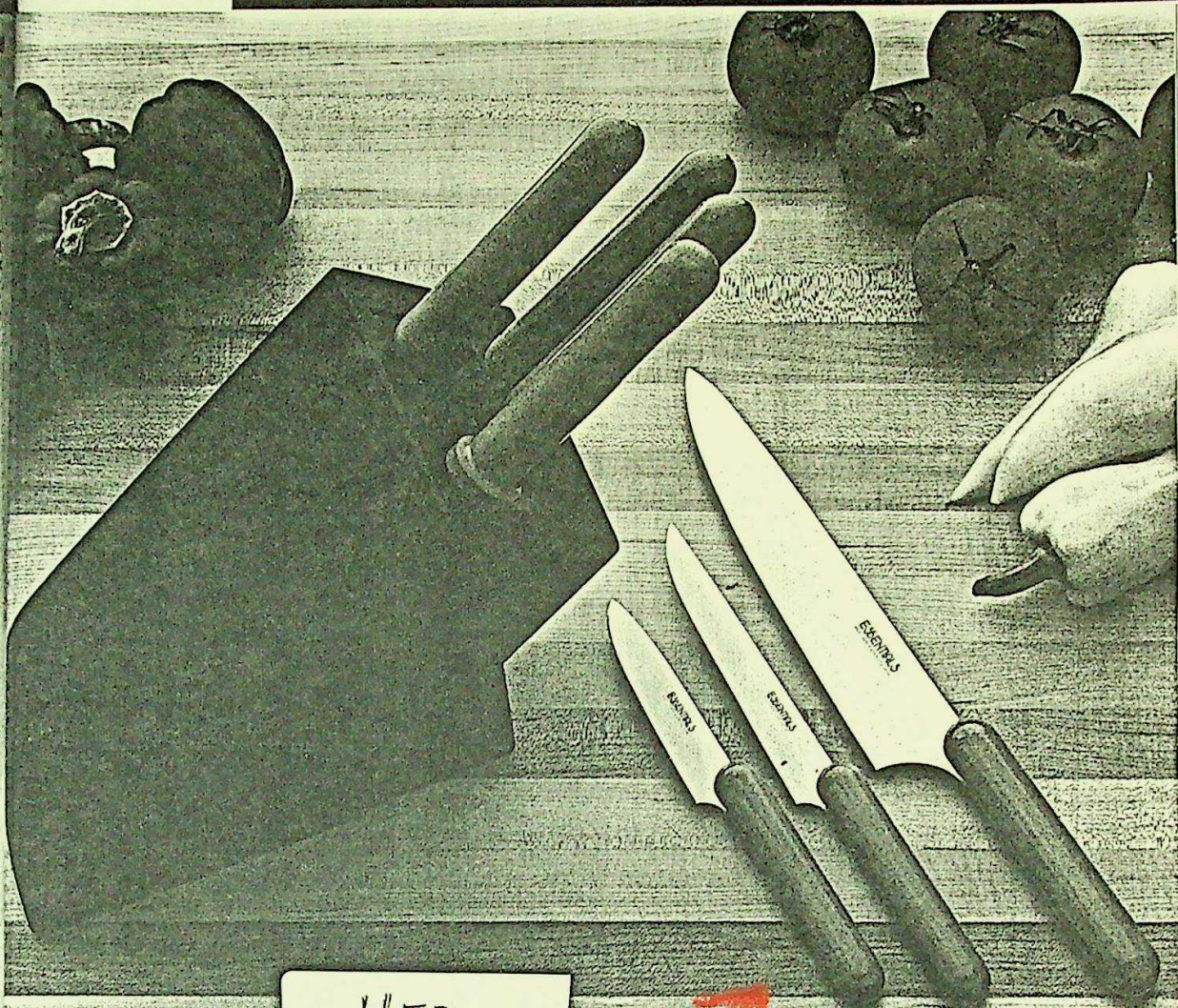


Michael Connolly, Queensland School of the Built Environment, Architecture and Industrial Design.

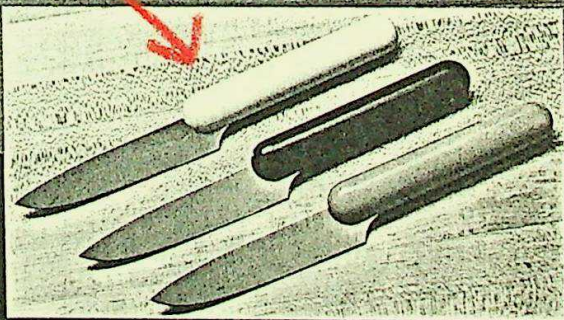
D7/649

7

Total number of pages is 74



HFD
APRIL 8, 1985
PAGE 177



Elite Cutlery...just one of the many Toscana and Essentials collections at the Housewares Show, Booths 1841 to 1846.

**MEET ELITE...
CUTLERY WITH A HANDLE ON STYLE.**

Leave it to Essentials to create Elite...cutlery that goes beyond the traditional norm. Our distinctive, contemporary handles are available in the three most wanted colors. Each knife boasts a high-carbon stainless steel blade. Elite arrives in a 4, 6, or 8 piece set which includes a hardwood block. (Also available in open stock.)

Discover Elite. We're more than a sharp edge. By Essentials, the Housewares Division of Toscana. 386 Park Avenue South, New York, NY 10016. (212) 632-8740.

ESSENTIALS®

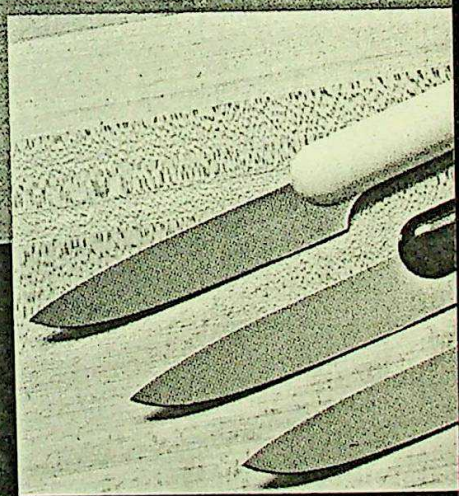
Showrooms in New York, Atlanta, Chicago, Columbus, Dallas, Los Angeles.
An Alco Standard Company.

HFD
APRIL 8, 1985
PAGE 177
D7/151

**MEET ELITE...
CUTLERY WITH A HANDLE ON STYLE.**

Leave it to Essentials to create Elite... cutlery that goes beyond the traditional norm. Our distinctive, contemporary handles are available in the three most wanted colors. Each knife boasts a high-carbon stainless steel blade. Elite arrives in a 4, 6, or 8 piece set which includes a hardwood block. (Also available in open stock.)

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Elite Cutlery... just one of the many at the Housewares Show

ESSENTIALS®

Showroom
Columbus
An Alco S

MOORCROFT



Campanula

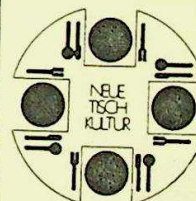
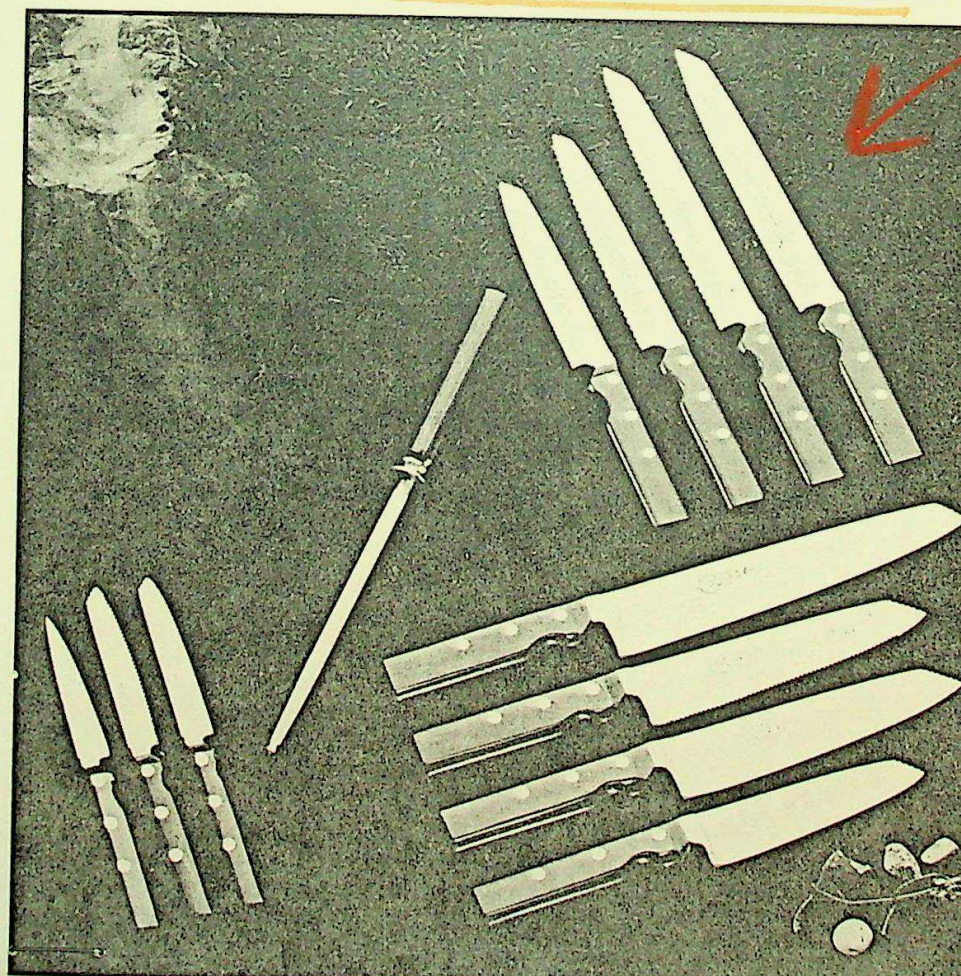


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TABLEWARE INTERNATIONAL



PAGE
34

The new range of Ostovics Kitchen Knives designed by Carl Aubock.

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Zieglergasse 74
1070 Vienna
Tel: (0222) 96 16 87/88
Telex: 01/34031
Telegrams: Culinar-Wien

D7/649

Rating systems are extremely easy to operate. All you have to do is feed the following data into your computer—origin zip code, destination zip code, classification rating, shipping weight, and if applicable, any discount—press a key and instantaneously the entire rated shipment comes up on your monitor.

Here is a typical example, using rates in Middlewest Motor Freight Bureau Tariff 550: (You insert what-

ever information is necessary right after the question mark.)

Screen #1 - Input

Origin Zip? 731
Destination Zip? 753
Number of Articles? 2
Weight? 227
Class? 85
Weight? 235
Class? 50
Enter Discount (If None Enter 0)? 10

Once all this data is entered into

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SEPT. 1984

the computer, you press the return key and bingo, the following breakdown appears on your screen:

Screen #2 - Output

Tariff 550
Rate Basis 40238
Origin Zip 731
Destination Zip 753

Weight	Class	Rate	Charge
227 lbs.	85	1225	\$27.81
235	50	756	17.77

462			\$45.58
38	50	756	2.87

500			\$48.45
Less Discount of 10%			4.85

\$43.60

The three rate bureaus currently offering computerized rating systems are:

Middle Atlantic Conference, 6410 Kenilworth Ave., Box 397, Riverdale, Md. 20737.

Offers: "Mac Rate Master"

Tariffs Computerized: MAC Tariffs 500, 515 and PA 505

Price: \$100 per diskette (\$15 for each additional copy)

Updates: \$100 per diskette for major changes such as general rate increases, restructurings, etc., and \$25 for minor updates, such as Zip Code changes.

Middlewest Motor Freight Bureau, Box 647, 215 Venture Blvd., Kansas City, Mo. 64101.

Offers: "MWB Motor Carrier Tariffers"

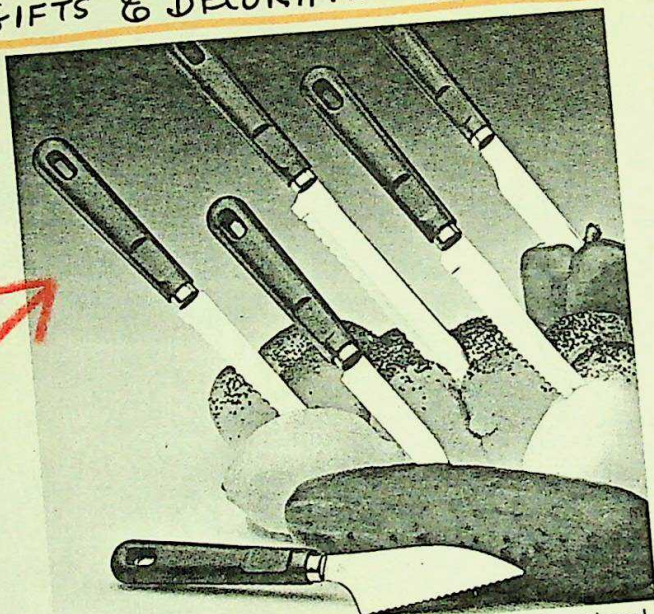
Tariffs Computerized: Central States Motor Freight Bureau Tariff 575, Central and Southern Motor Freight Tariff Association Tariff 501, Eastern Central Motor Carriers Association Tariff 531, 532 and 533, Rocky Mountain Motor Tariff Bureau Tariff 583, Southern Motor Carriers Rate Conference Tariffs 500, 530, 560 and 570, Middlewest Motor Freight Bureau Tariff 550

Price: \$100 per diskette for each individual tariff (except \$200 for Rocky Mountain Tariff 583, which requires an IBM-XT)

Updates: Check with bureau as prices are being reviewed for possible downward revision.

(To page 58)

GIFTS & DECORATIVE ACCESSORIES



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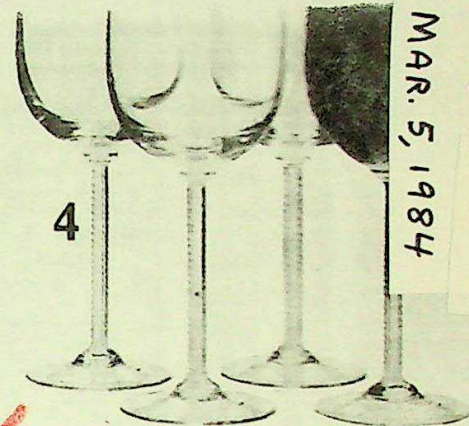
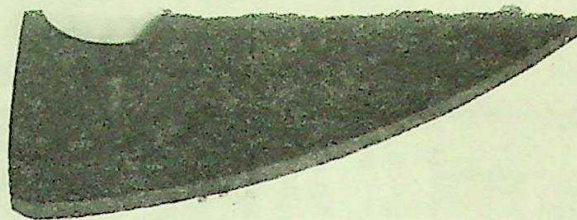
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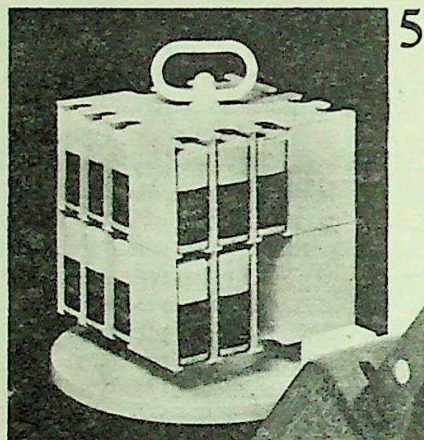
Dallas, Texas 75381-5367

4. CROWN CORNING, AUSTRALIAN CROWN CRYSTAL INC., Los Angeles—The Uptown line, in goblet, wine and flute champagne, is sold in sets of four, about \$16, and in open stock.
5. TECH-NI-WARES INC., Port Chester, N. Y.—A rotating portable plastic spice cube allows fingertip access to 24 standard-size spice tins, retail \$19.99.
6. WASHINGTON FORGE INC., Englishtown, N. J.—A 13-piece cutlery/steak combination block set retails at \$58.95.
7. ROBINSON KNIFE CO., New York—The Mirage collection of acrylic-handled serving and gourmet items includes a 6-piece stainless steel knife set, retail \$21.95.

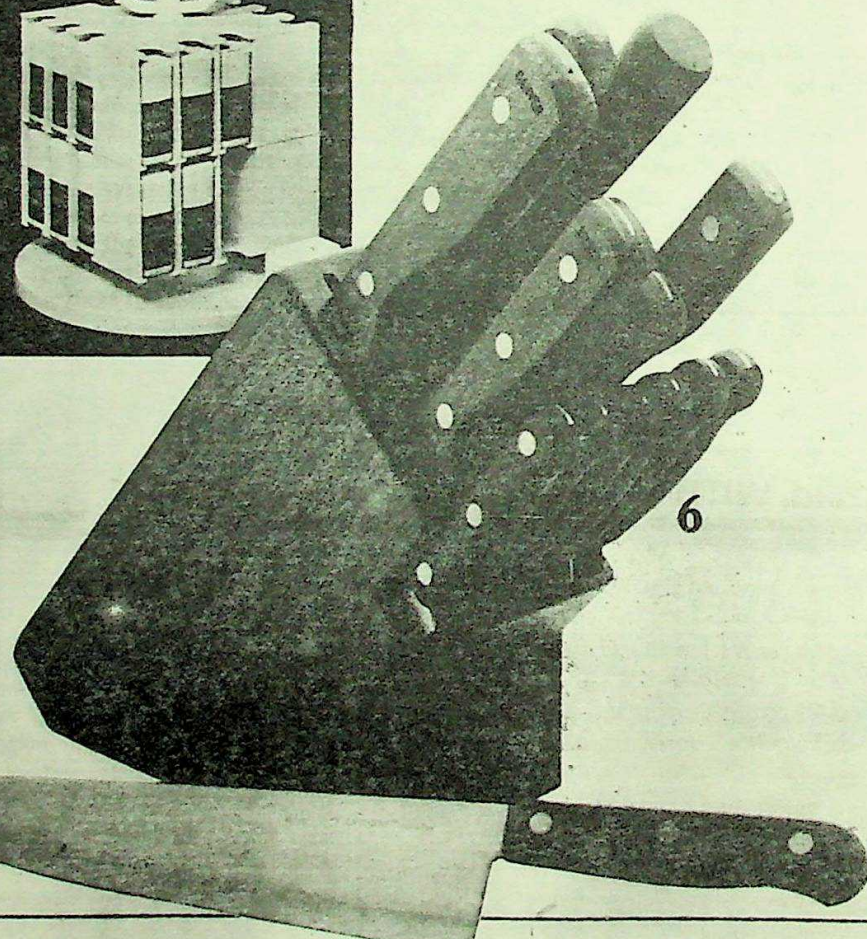


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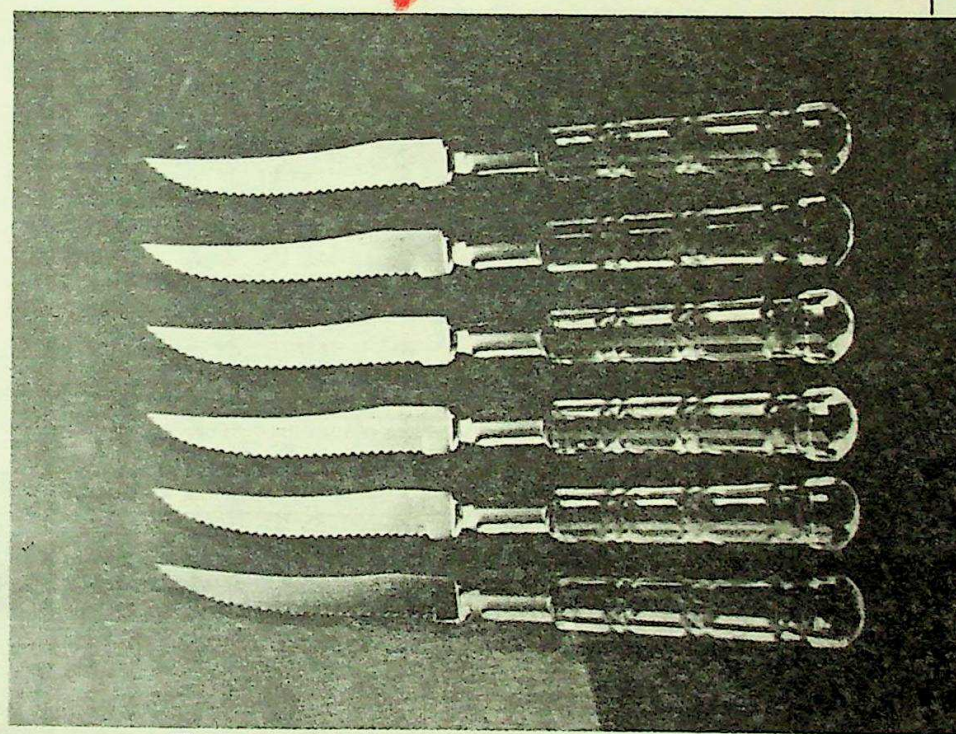
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MARCH 5, 1984



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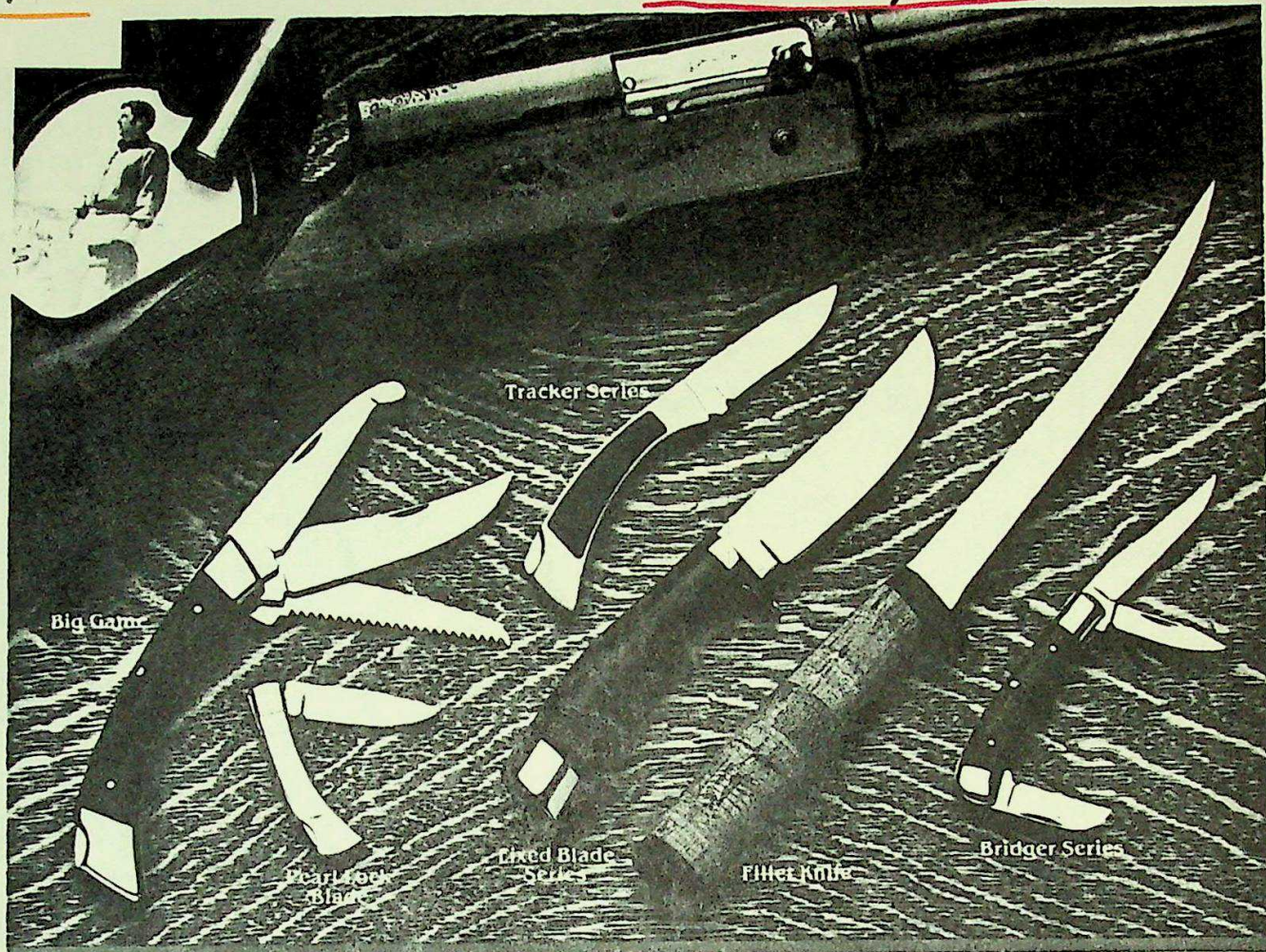


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DECEMBER, 1983



45 BROWNING KNIVES

PAGE 23 Living Up To The Legend GUNS & AMMO
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Goldschmiede
Zeitung
August, 1983

page 25

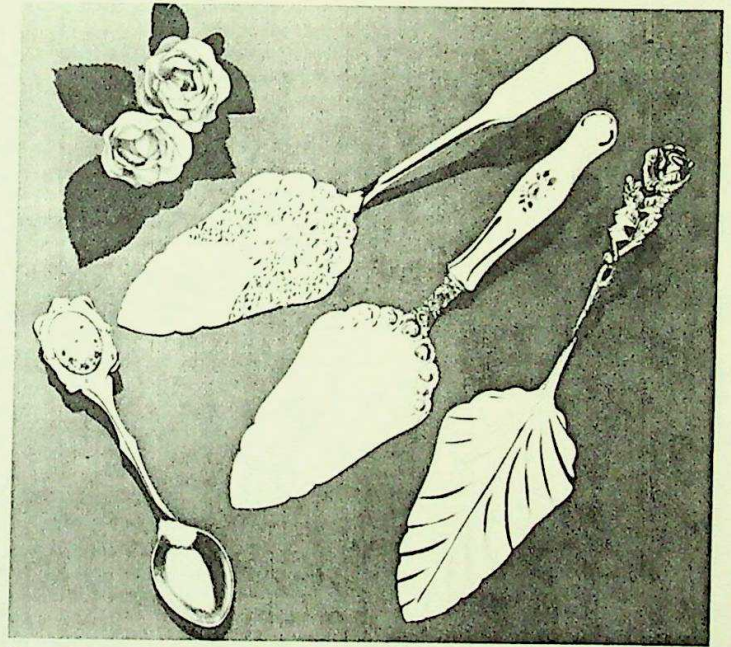
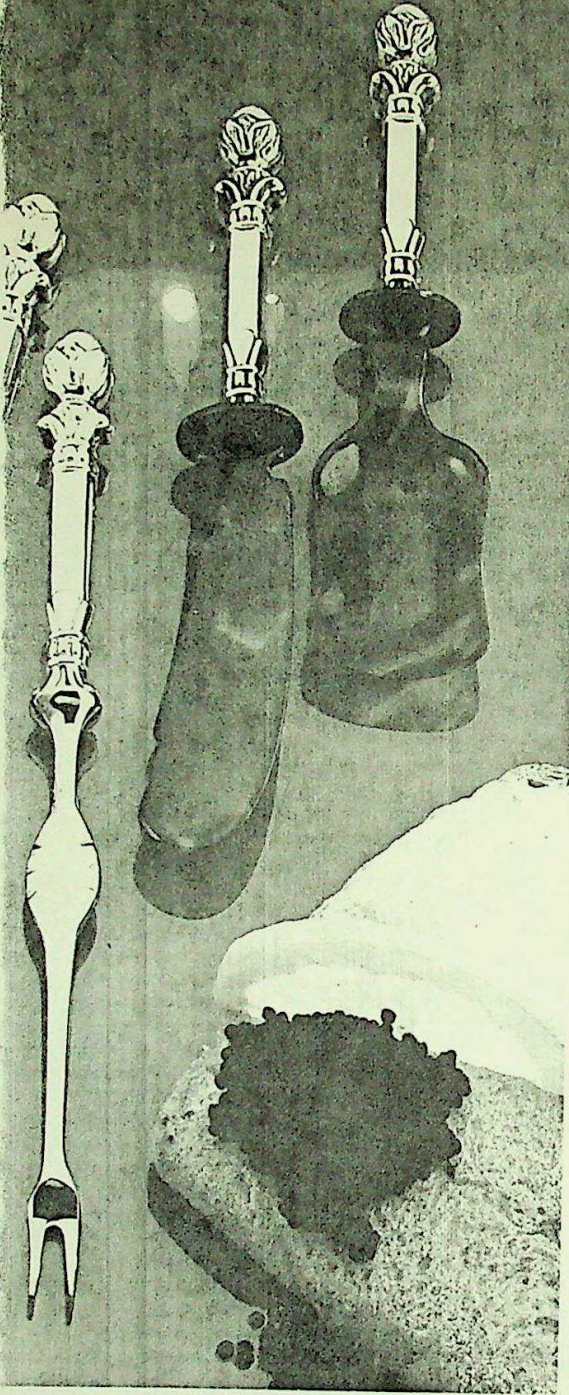
D7/649

5
Dosen, in Silber und
versilberter Ausführ-
ung aus dem
Angebot der Firma
Karl Chr. Kern,
Schwäbisch Gmünd

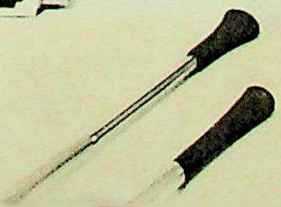
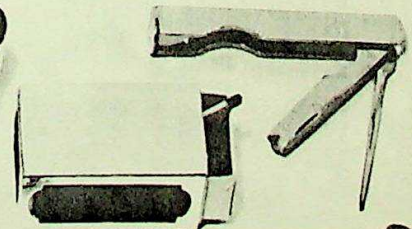
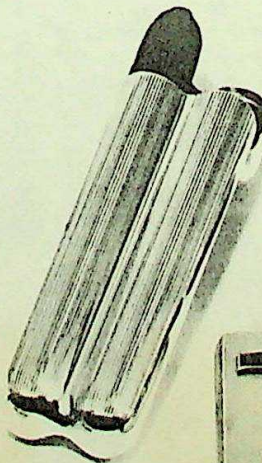
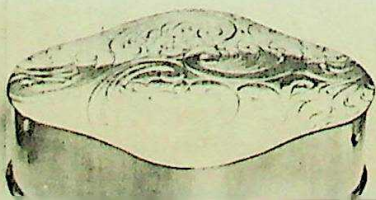
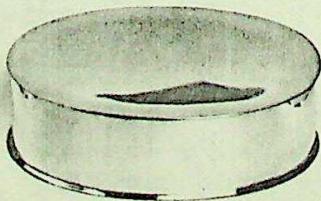
6
Tortenheber und
Löffel aus verschie-
denen Kollektionen
der Firma Antiko-
Silberwarenfabrik,
Pforzheim

7
Diverse Accessoires
für den Raucher
stellt die Firma
Johann Franz jr.,
Schwäbisch Gmünd,
vor

8
Stilvoller Humpen
mit der Szene Wal-
lensteins Lager, aus
dem Angebot der
Firma Dr. Herbert
Bauer, Hanau



6



D7/649

JULY, 1983

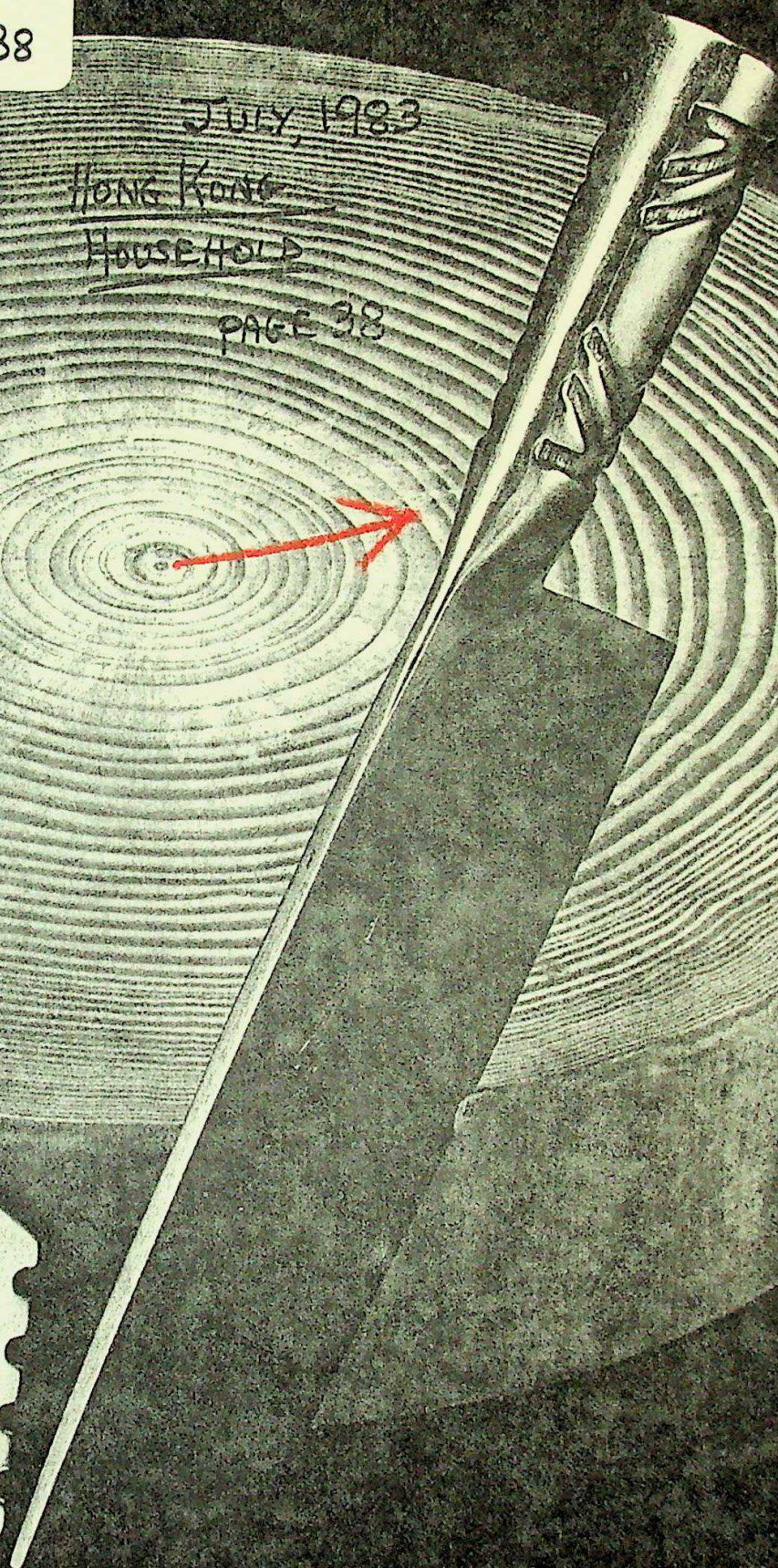
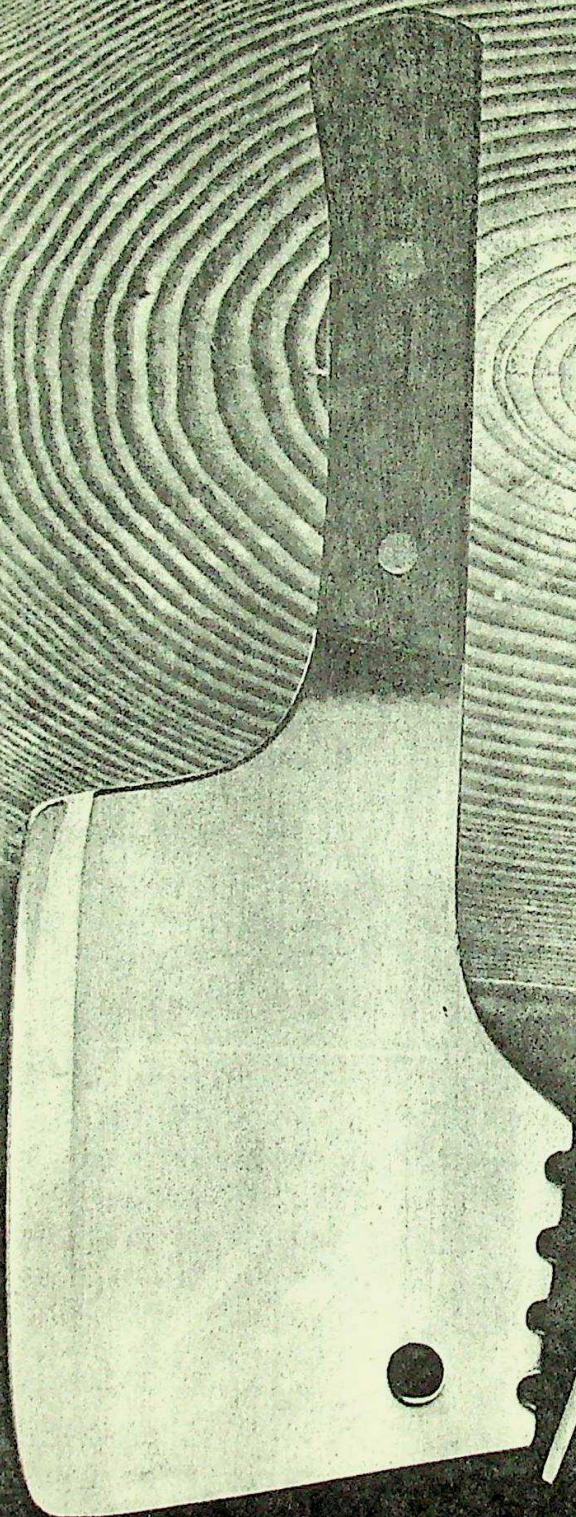
HONG KONG
HOUSEHOLD

P. 38

JULY, 1983

HONG KONG
HOUSEHOLD

PAGE 38



SKIVA

KITCHEN TOOL COLLECTION

D7/
649

See Us At
83 Chicago Nat
ional Hardware Sh
Booth Nos. 4216-422
Concourse Level, McCorm
place, Chicago. August 15-

NYLON RANGE

For Non-stick Coated Cookware

JULY 1983

HONG KONG
HOUSEHOLD

PAGE 14

ART. SN70/S
7-pc set (Incl. Rack.),
each set packed in
printed box.

- MODERN TWIN-COLOR HANDLE
- STAINLESS STEEL SHANKS.
- NYLON 66 BLADES,
CONFORM WITH FDA STANDARD.
- DISHWASHER SAFE.
- WITHSTAND TEMPERATURES UP TO
220°C ON PROPER USE.
- U.K. DESIGNS REGISTERED.

Sharper's
PRODUCT

Hing Wah Houseware Mfy. Ltd.
11/F., Metropolitan Factory & Warehouse Bldg.
30-32 Chal Wan Kok St., Tsuen Wan, N.T., Hong Kong
Telephone: 0-428151/4 (4 lines)
Telex: 33256 HWHWL HX
Cable: SHARPKNIFE HONG KONG

D7/649

TS

POTS, STOCK & SAUCE

AAA Sales International
All-Clad Metalcrafters, Inc.
Bentley Products
Bloomfield Industries, Inc.
Calico Industries
Classic Copper Co.
Commercial Aluminum Cookware Co.
Danco International, Inc.
Dura-Ware Co. of America, Inc.
Indiana Glass
Intedge
Lancaster Colony Commercial Products
Leonard, Harold, & Co., Inc. of California
Leyse Aluminum Co. Toroware
Lincoln Mfg. Co., Inc.
Nairne, Chester H., Co.
Nordic Ware
Northland Aluminum Products, Inc.
Nordic Ware
Nussex Import Co.
Polar Ware Co.
Regency Service Carts, Inc.
Revere Copper & Brass, Inc.
Royal Paper Products, Inc.
Stancase Equipment Co.
United Utensils Co., Inc. (UTENSCO)
Vollrath Co., The
Wear-Ever Professional By, Lincoln Mfg. Co.
Wisconsin Aluminum Foundry Co.
Chef-Way

ROLLING PINS

American Metalcraft, Inc.
American Permanent Ware APW
Bentley Products
Calico Industries
Dawn Food Products, Inc.
Foley Co., The
Forster Mfg. Co., Inc. *Worlds Fair*
Intedge
Leonard, Harold, & Co., Inc. of California
Nussex Import Co.
Pfeil & Holing
Royal Paper Products, Inc.

SKEWERS

American Metalcraft, Inc.
Bentley Products
Bloomfield Industries, Inc.
Cradle Queen, Div. Brand Mfg. Corp.
Diamond International Corp.
Diamond Match Div., Diamond International Corp.
Forster Mfg. Co., Inc. *Ideal*
Leeds Enterprises Div., Clements Industries Inc.
Leonard, Harold, & Co., Inc. of California
Metropolitan Wire Corp. *Metro*
Orchids of Hawaii
Polar Ware Co.
Royal Paper Products, Inc.
Service Ideas, Inc.
Stancase Equipment Co.
Vollrath Co., The

SKIMMERS

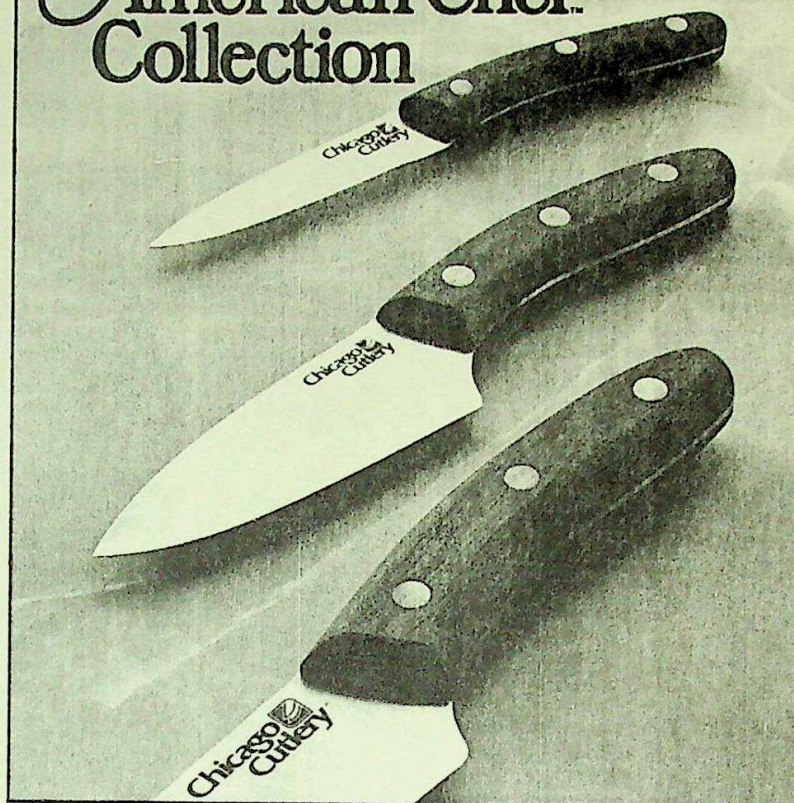
American Metalcraft, Inc.
Bentley Products
Bloomfield Industries, Inc.
Classic Copper Co.
Davmor Product Systems, Inc., Sub.
Bastian Industries
Dura-Ware Co. of America, Inc.
Great Clippers, Inc., The
Hodges, William, & Co., Div. Falcon Products, Inc.

1983 BUYERS GUIDE
P. 91

FOODSERVICE EQUIPMENT SPECIALIST

Rec'd. MAR 2, 1983

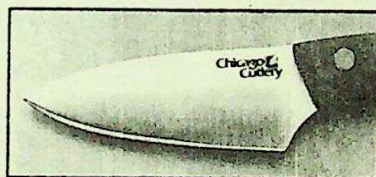
Introducing the American Chef Collection



A New Look. A New Feel.

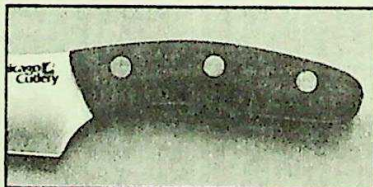
Chicago Cutlery proudly presents an elegant line of knives with a unique new design. The exquisite size, shape and overall feel of these knives has been created for the gourmet, the professional . . . the American chef.

The distinctive American Chef design is attractive and functional. The solid walnut handle features a



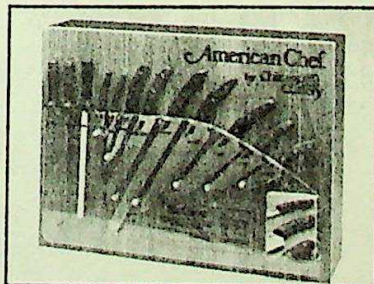
become easy. Crafted from a special blend of high carbon and stainless steel we call *Chicago Special Steel*, the blades resist rust, pitting and staining.

Chicago Cutlery has a complete collection of American Chef knives. From a slicer to a parer, they will fulfill every cutting need of the American chef.



unique curve. Ergonomically designed, the "BioCurve" handle conforms to the natural contours of the hand. The American Chef knife is extremely comfortable to hold and requires less cutting effort. The balance is perfect; a full tang runs through the handle and is held secure with three brass rivets.

The knife edge is hand ground to perfection. Its fine taper bevel, our *Taper and Flex* grind, eliminates the shoulder. The razor sharp blade tapers evenly from the handle to the tip. The knife is so sharp, cutting chores



Chicago Cutlery

© 1983 Chicago Cutlery Consumer Products, Inc., 5420 N. Co. Rd. 18, Mpls., MN 55428

D7/649.

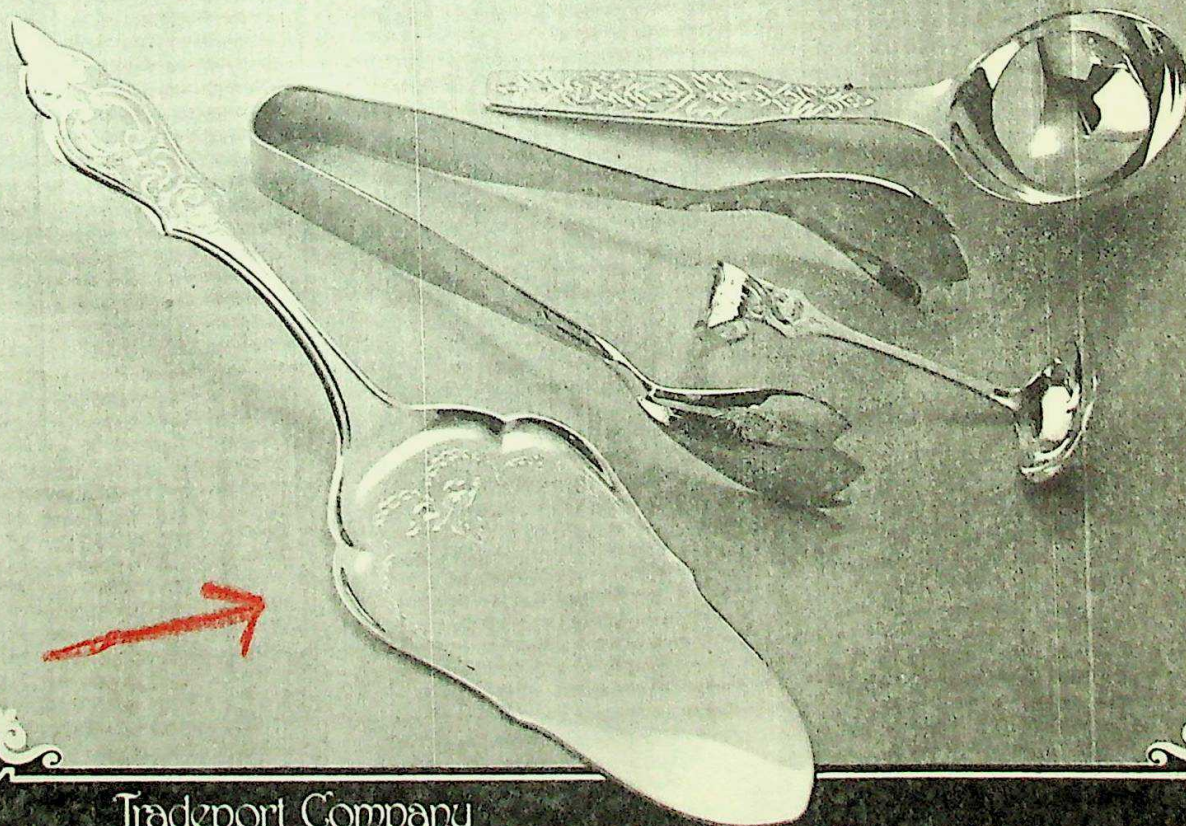
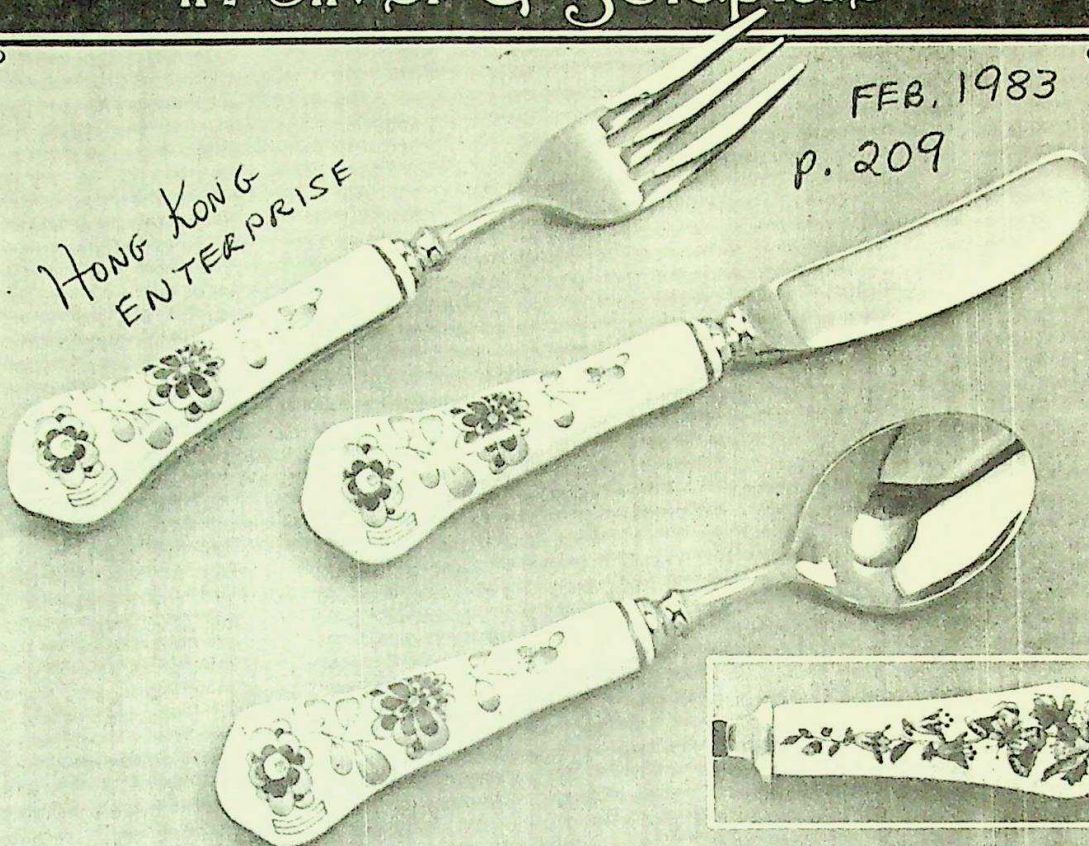
FEB.
1983

Gleaming Gifts

in silver & goldplate

HONG KONG
ENTERPRISE

FEB. 1983
p. 209



Tradeport Company

1604B, CHUNG KIU COMMERCIAL BUILDING,
47-51 SHANTUNG STREET, KOWLOON, TEL. 3 322698 (3 LINES)
CABLE "TRAPORCO" H.K. P.O. BOX K 1292, KLN. TELEX: 39061 TPTCO HX

KITCHENWARE

RICHARDSON

Its new laser knives, so called because their edges are very finely serrated and razor sharp, are rather too lightweight. The blades are a bit too flexible and the wooden handles not very practical.

JOHN CLARKE & SON

Another old-established Sheffield based company which has launched a new range of professional chef's knives under the name William Rodgers (third from left). It makes some extremely sharp and lethal-looking knives from molybdenum stainless steel with a high carbon content and 'impress fused' plastic handles. These weighty knives seem very efficient and are like a smoother, heavier version of Sabatier.

BUTLERS

Makes two ranges of cooks knife. The Professional lives up to its name and is made of very high quality Sheffield stainless steel. The blades are made of monolibrium, an alloy which is exceptionally hard, easily ground and which keeps its sharp edge. The bolsters are forged to make for better balance and the handles are plastics to withstand diswashers.

OCTOBER, 1982

The company's Carrier knife, designed with the help of Robert Carrier, is of a similar high quality. The blades are the same as on the Professional and are riveted to the tang. The attractive boxwood handles protrude over the edge of the tang to allow for the wood to shrink. Both sets of knife made by this 300-year-old company are beautifully hand made, comfortable to hold and perform very well. The Carrier paring knife in particular is an ideal size and shape and seems suited to many uses – but one snag with the boxwood handles is that food can get trapped in them where they join the blade. This still seems a small price to pay for such handsome knives.

D7-649

JOSEPH ELLIOT & SONS

Recently redesigned its Pampa knife, in existence for more than 100 years, to compete with some of the more popular specialist foreign knives on the market. The new knife has the same motif as before, a running emu, but the handle is longer, more slender and more rounded than the European square shape. The knife's special features are its handle which is made of cocobola, a natural hardwood from Nicaragua, and the stainless steel blades, which, though low on carbon content, are high on chrome and nickel – a composition that makes them very durable and very sharp.

DESIGN
406

P.48



KITCHENWARE

SABATIER

These hardwearing, streamlined and unpretentious knives are still extremely popular in Britain. Sabatier has almost become a generic term for the different varieties made in the Auvergne region. ICTC, a company that imports professional cookware, supplies three comprehensive ranges: Diamond, Deluxe and Cuisine Ideal. Diamond is probably one of the best of the medium range in both quality and price although it does not have a forged blade. The riveted handles on most of the knives are made of heat resistant black plastics. Sabatier is also famed for its sharp carbon steel knives.

D7-649

SERIES 2

Habitat stocks this cheaper version of French stainless steel knives made to its specification. Though the chunky red plastic riveted handles and no-nonsense blades makes them a cheerful and attractive product, they are not terribly sharp and a bit feathery to hold, but good value for money.

DESIGN 406

p. 50

VICTORINOX

These extremely sharp knives, made by the same people who make Swiss pocket knives, keep their edge very well. Cheaper than Sabatier, they come in two comprehensive ranges: professional and domestic. Both sets of knives are straightforward and practical-looking and are made of a high-grade stainless steel. Handles are made of rosewood (professional range) or moulded nylon (domestic range).

OCT, 1982

WHAT DO THE CHEFS SAY ABOUT KNIVES?

Caroline Conran, cookery writer, swears by Sabatier (Lion Brand) carbon steel knives and finds the six-inch one the most useful. Lyn Hall of La Petite Cuisine school uses a knife made by West Germany's Henckels, thinks the best British knives are found near meat market Smithfield and reckons Sabatier is overrated. Like Conran, she thinks most cooks could use fewer knives: 'Many of them double up. A ham knife also cuts bread, smoked salmon and cake.' As basics, she recommends: a small (four-inch) vegetable knife, a cook's (eight-inch), a palette knife, large, heavy chopping knife and flexible fish-filleting knife. Michael Quin, chef at the Ritz, prefers carbon knives of the Sabatier type, but thinks stainless steel is better for foods that stain – egg, avocado, citrus fruits. Anthony Mosiman, chef at the Dorchester, prefers stainless steel ('hygienic, strong, good-looking') and, though he thinks that Chinese, Japanese and Swiss knives are particularly good, has had British knives made especially for him.

ON CLEANING

Conran uses a knitted plastic scourer; Hall says carbons should be cleaned with a cork dipped in scouring powder and water.

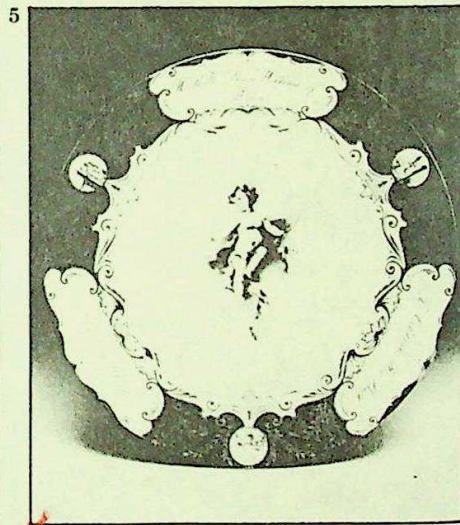
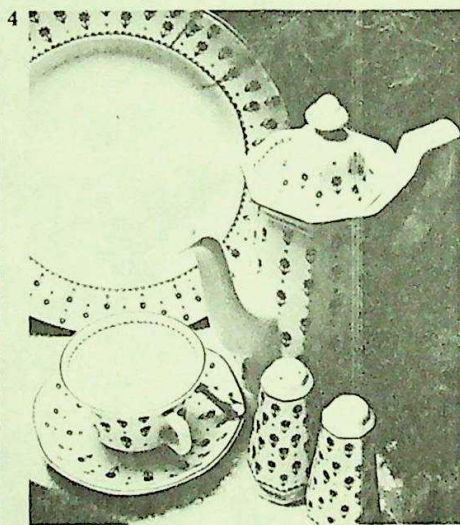
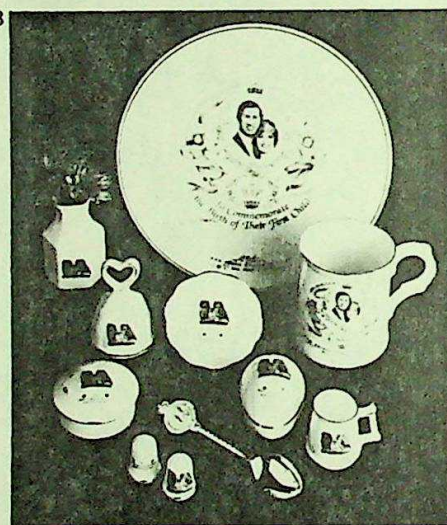
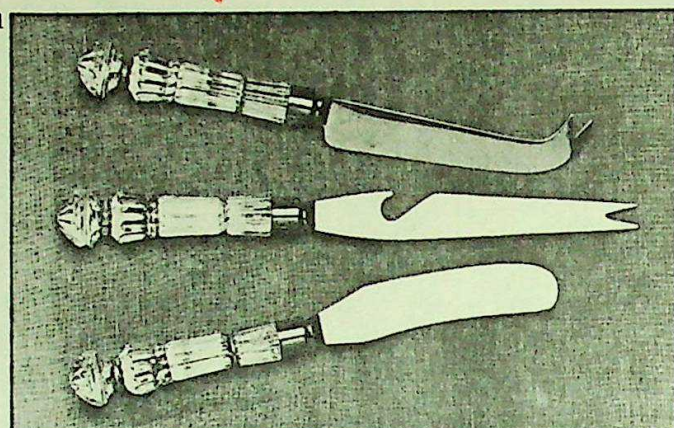
AN ALTERNATIVE

A Chinese meat cleaver. Chinese restaurateur Mr Poon carves carrots into butterflies, takes the string off celery and carves poultry with one of these – but Chinese kitchens are very economical.



D7/1649

OCTOBER, 1982
TABLEWARE INTERNATIONAL
p. 10



1 Following the successful launch last year of two gift boxed cutlery pieces, Waterford Crystal has introduced some additional items including this cheese knife, bar knife and butter knife

2 Steuler-Industriewerke has introduced several new designs by Heiner Balzar to the 'Töpfermeister' series of vases, dishes, jugs, planters and candlesticks

3 A range of bone china and silverplated items has been produced by Product Marketing to mark the birth of Prince William of Wales

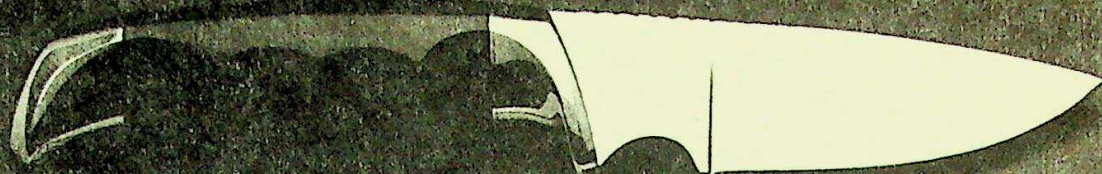
4 'Daisy' is a delightful pattern created by Susie Cooper in sapphire blue or cyclamen pink on distinctive earthenware shapes by William Adams, a member of the Wedgwood Group

5 Royal Stafford China has released a limited edition of bone china plates to celebrate the birth and christening of Prince William of Wales. In a limited edition of 1500 the plate is richly decorated in royal blue and 22ct gold

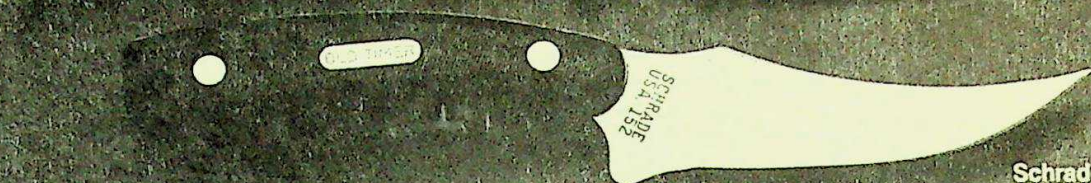
6 Arabia of Finland is building a complete tableware range around its 'Arctica' range

D7/649
AUG. 1982

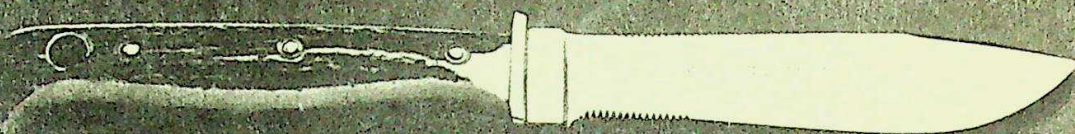
How To Pick A Perfect



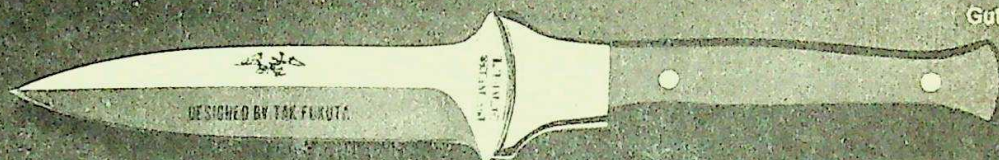
Kershaw Camp and Field Model 1030
from Kershaw Knives, Lake Oswego, Ore., one of an extensive line, comes with a fitted leather sheath.



Schrade Old Timer Sharpfinger
by Schrade Cutlery, Ellenville, N.Y., makers of Uncle Henry, Scrimshaw, and limited edition collector lines, as well.



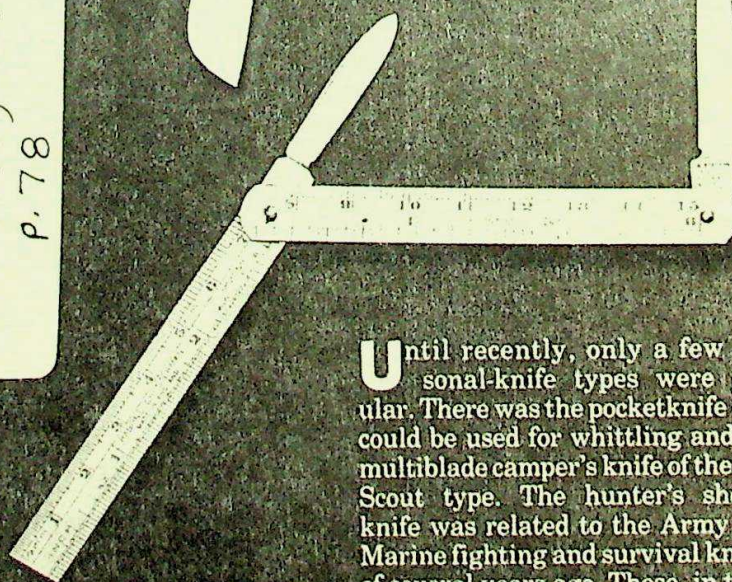
Puma Hunter's Pal, Model 639
a handmade imported knife by Gutmann Cutlery, Mount Vernon, N.Y., is from extensive line.



American Blade boot knife
new from American Blade Cutlery, Chattanooga, Tenn., has a 3 1/2-inch blade with concealed back and buffalo horn handle.



Utica Kutmaster Stockman Model 3256, by Utica Cutlery, Utica, N.Y., is a classic pocketknife with clip, sheepfoot and spey blades.



Ibberson Extending Rule
folding knife of Sheffield steel, imported by Garret Wade, New York, N.Y., shows scale size of knives above.

POPULAR MECHANICS
AUGUST, 1982
P. 78

Until recently, only a few personal-knife types were popular. There was the pocketknife that could be used for whittling and the multi-blade camper's knife of the Boy Scout type. The hunter's sheath knife was related to the Army and Marine fighting and survival knives of several years ago. These, in turn, were modified varieties of Bowie

knives, with century-old heavy blade and clip-point designs.

But today's knives are different and the finest are much more expensive. Models shown here range from under \$20 for the classic Utica Stockman, \$27.50 for the folding rule or \$35 for the American Blade boot knife, on up to several hundred dollars for fancier engraved designs.

D7/ 649

MAY, 1982

Diese Messer
vervollständigen
Grundausstatt

MAY, 1982

SCHÖNER
WOHNEN P. SW 153

Die Klinge des Käsemessers ist
geätzt, damit der Käse nicht anklebt.

Der Griff ist hochgezogen. So
kann man sich nicht die Finger
zwischen Griff und
Holzbrett klemmen

Ein Schälmesser
mit gebogener
Klinge, ein schweres
Kochmesser und ein
Sparschäler gehören zu einer
gut ausgerüsteten

weit in
den Holzgriff
hineinragen.

Die Messerklinge be-
steht meistens aus rost-
freiem Edelstahl. Sie muß sich gleich-
mäßig vom Rücken zur Scheide hin ver-
jüngen. Als Faustregel gilt: Je dicker der
Messerrücken, desto robuster die Klinge.

probe«: Er zieht die Klinge seitlich über
den Daumnagel. Dabei soll sich die
Schneide leicht wölben. Bei dieser Metho-
de kann man sich leicht schneiden. Besser
ist es, die Schneide über die Tischkante
oder einen anderen stumpfen Gegenstand
zu ziehen. Eine gute Klinge läßt sich nicht
verbiegen, sondern federt elastisch in ihre
Ausgangsstellung zurück.

Gute Messer sind teuer. Damit sie lange

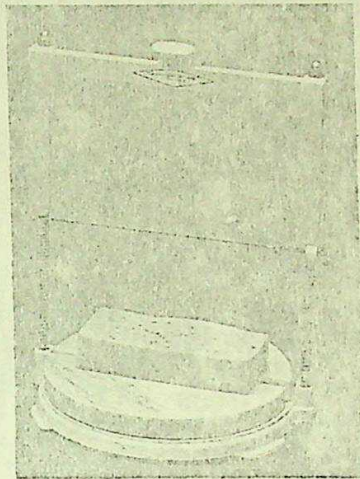
temperaturen nicht. Damit
nicht rosten, müssen Reini-
ger und Klarspüler sehr genau
den. Vom Reiniger darf man
nig, vom Klarspülmittel nicht
wenden. Die Messer sofort na-
len aus der Maschine nehmen
wäscht man sie gleich nach G-
der Hand ab. Das ist besond-
wenn die Klinge mit Senf od-
säure B

D7/649

GIFTS & DECORATIVE ACCESSORIES

MARCH, 1982

Professionally designed cheese
cutter has a round marble base.
\$68.50. Rowoco, 700 Waverly Ave.,

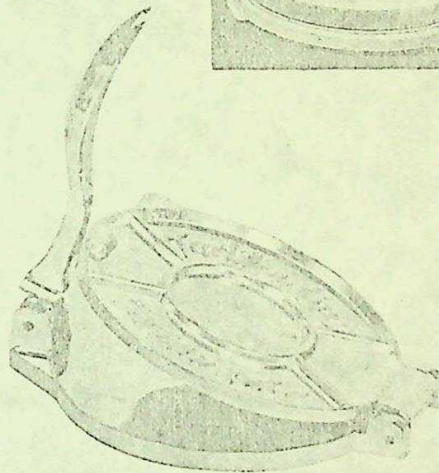


Octagonal handled Lucite pizza or pie cutter and cake server
comes gift boxed and is a perfect hostess gift. \$13 for the set.
Toscani Imports, Ltd., 225 Fifth Ave., New York 10010.

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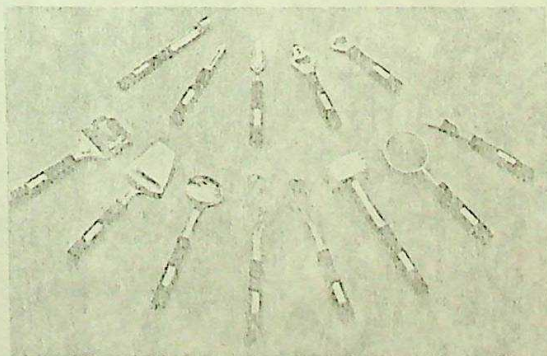
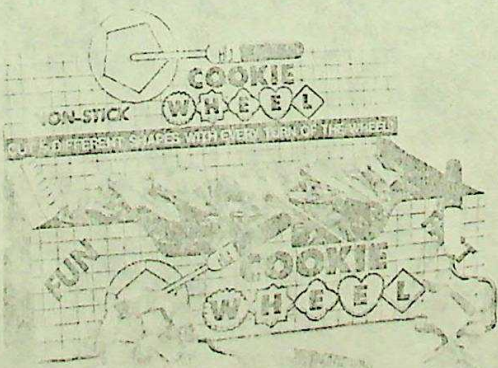
Great Gadgets For Giving

*Anything that makes life
easier has customer appeal.
But so do the multitude
of intriguing gadgets that
accomplish a wide variety
of kitchen chores. Mass
them, show them,
sell them!*



Cast aluminum tortilla press with a sil-
ver-finish prepares hot, perfectly round
tortillas. \$15. Himark Ent., 270 Oser Ave.,
Hauppauge, L.I., New York 11787.

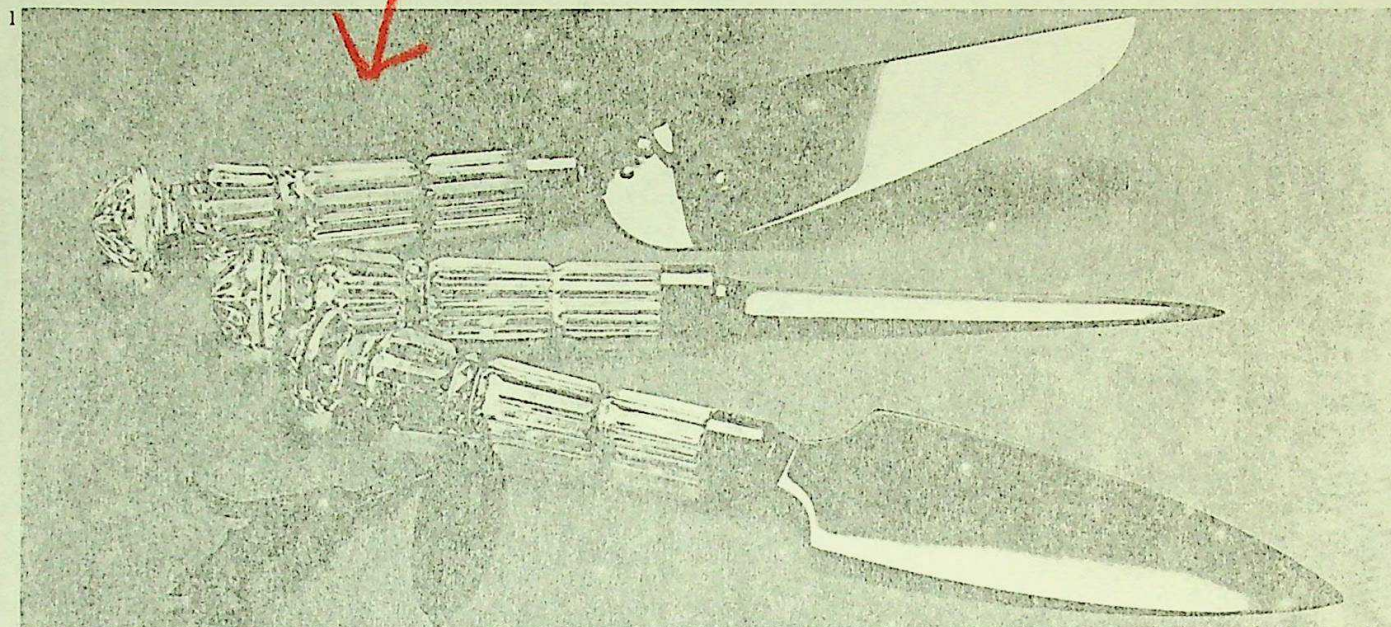
Cookie wheel quickly cuts five different
shapes with each turn of the wheel. \$9.
Harper-Lee Intl., 308 Prince St., St. Paul,
Mich. 55101



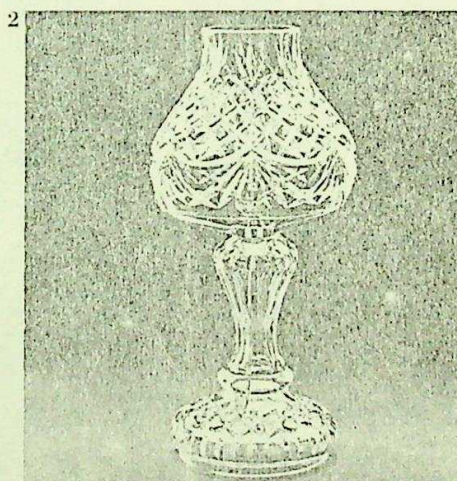
Stainless steel kitchen gadgets with dishwasher-safe
handles perform a variety of functions and can be
hung on the wall. \$3.25 to \$18. J.A. Henckels Zwi-
lingswerk, Box 127, Elmsford, N.Y. 10523.

D7/649

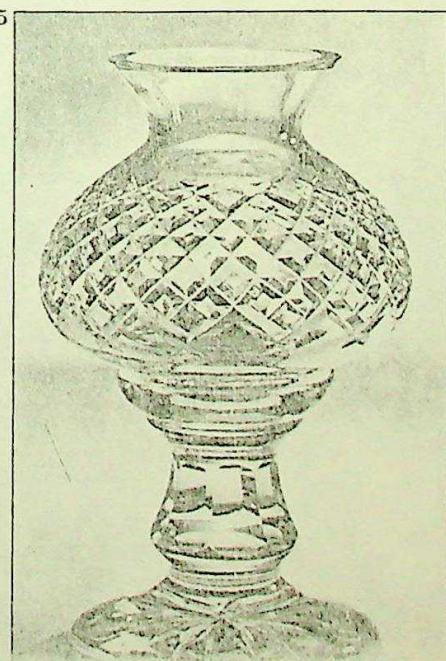
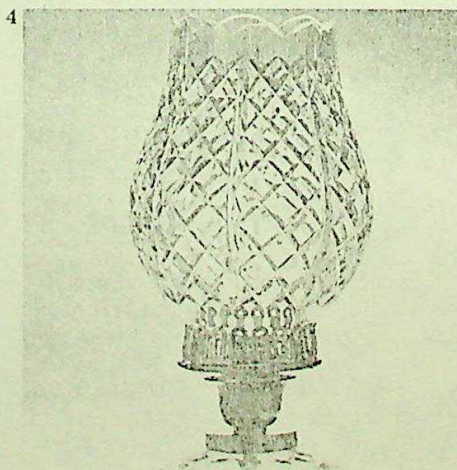
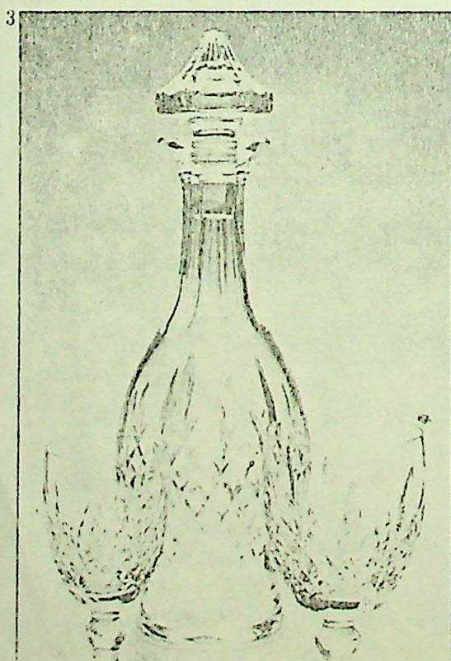
FEBRUARY, 1982
TABLEWARE INTERNATIONAL
p. 57



Opposite page: 1 An attractive hand-cut candleholder from Waterford's new lighting range. 2 'Kilcask' - the latest stemware design features a tiny diamond and leaf pattern. Shown here is a selection for spirit drinkers. 3 Waterford crystal in the making - a master blower attaches the foot to a stem glass. 4 This delightful suite called 'Ashling' combines two cutting styles. 5 The 'Boyne' stemware suite is decorated with a diamond pattern and includes an elegant tall decanter to match the stemware



This page: 1 New introductions into the Waterford crystal collection are these tabletop items with hand-cut handles and Sheffield steel blades. 2 This art deco style table lamp is among the new range of lightingware pieces. 3 Items from the 'Kilcask' suite featuring a traditional 18th century shape. The matching decanter has an unusual mushroom stopper. 4 Another lamp from Waterford's lighting range for which a new factory has been built. 5 This candle lamp combines a flat cut base and attractively cut shade



D7/151

REC'D. OCT. 19, 1981

**Chicago
Cutlery™**



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OCT 19 1981

GROUP 301

Professional Cutlery for the Food Service Industry

Chicago Cutlery craftsmen have been producing knives and knife sharpening tools for the professional knife user for 50 years. During this time, we have earned a reputation for producing an efficient, quality product that stands up under the most exacting professional use.

Our knife blades are blanked out of high quality American steel specially produced with the correct properties of hardness and strength. A variety of heating, quenching, and tempering operations yields a finished steel we call Chicago Special Steel. Chicago Special Steel responds quickly to a butcher steel and will retain its edge. It also resists rust, pits, and stains. Several types of Chicago Cutlery knives are also available in carbon steel. This steel holds its edge and is easy to regrind and sharpen. However, care and maintenance must be taken to preserve appearance.

Chicago Cutlery's unique Taper Grind reflects the work of our skilled American craftsmen. All of our blades are hand ground to a narrow taper bevel. This minimizes the time and effort needed to regrind and restore the edge.

Molded Handled Knives . . . for the Professional Knife User

Notched and contoured handle of rugged polypropylene allows you to grip the knife naturally and helps keep your hand from sliding onto the cutting edge when the blade meets sudden resistance. We offer a variety of handle sizes, as shown below. Dishwasher safe. Also available with black polypropylene handles with NSF seal of approval.



P.2

- a. **SRB12 12" Roast Beef Slicer**
Chicago Special Steel
Stock Number 5-0250-1
- b. **S46 11" Steak Knife**
Chicago Special Steel/Rigid Blade
Stock Number 5-0193-3
- c. **S44 10" Chef Knife**
Chicago Special Steel
Stock Number 5-0247-8
- d. **S45 10" Narrow Steak Knife**
Chicago Special Steel/Rigid Blade
Stock Number 5-0190-9
- e. **S66 8" Slicer**
Chicago Special Steel/Rigid Blade
Stock Number 5-0223-8
- f. **S48 8" Steak Knife**
Chicago Special Steel/Rigid Blade
Stock Number 5-0187-6
- g. **S78 7½" Fillet Knife**
Chicago Special Steel/Flexible Blade
Stock Number 5-0220-4
- h. **744M 6" Curved Boner/Utility**
Chicago Special Steel/Rigid Blade
Stock Number 5-0130-5
- i. **644M 6" Trimmer/Boner**
Chicago Special Steel/Rigid Blade
Stock Number 5-0118-1
- j. **644MN 6" Narrow Boner/Utility**
Chicago Special Steel/Flexible Blade
Stock Number 5-0121-4
- k. **F644MN 6" Narrow Boner/Utility**
Chicago Special Steel/Flexible Blade
Stock Number 5-0124-8
- l. **643M 5" Boner/Utility**
Chicago Special Steel/Rigid Blade
Stock Number 5-0112-3
- m. **743M 5" Curved Boner/Utility**
Chicago Special Steel/Rigid Blade
Stock Number 5-0127-2
- n. **644 6" Wide Boner/Utility**
(Same as 644M but smaller tapered handle)
Chicago Special Steel/Rigid Blade
Stock Number 5-0115-7
- o. **643 5" Boner/Utility**
(Same as 643M but smaller tapered handle)
Chicago Special Steel/Rigid Blade
Stock Number 5-0109-0
- p. **642 4½" Boner/Utility**
Chicago Special Steel/Flexible Blade
Stock Number 5-0106-6
- q. **S101 4" Steak Knife**
Chicago Special Steel
Stock Number 5-0238-7
- r. **641 3¾" Parer/Boner**
Chicago Special Steel
Stock Number 5-0100-8
- s. **641P 3" Slant Point Parer**
Chicago Special Steel
Stock Number 5-0103-2



D 7/649

REC'D. OCT. 19, 1981

Wooden Handled Knives... for the Professional Knife User

Solid walnut handles are individually mated to the size and shape of each blade producing a beautifully balanced knife. A full tang extends the length and width of the handle. Natural walnut handle resists slippage when wet.

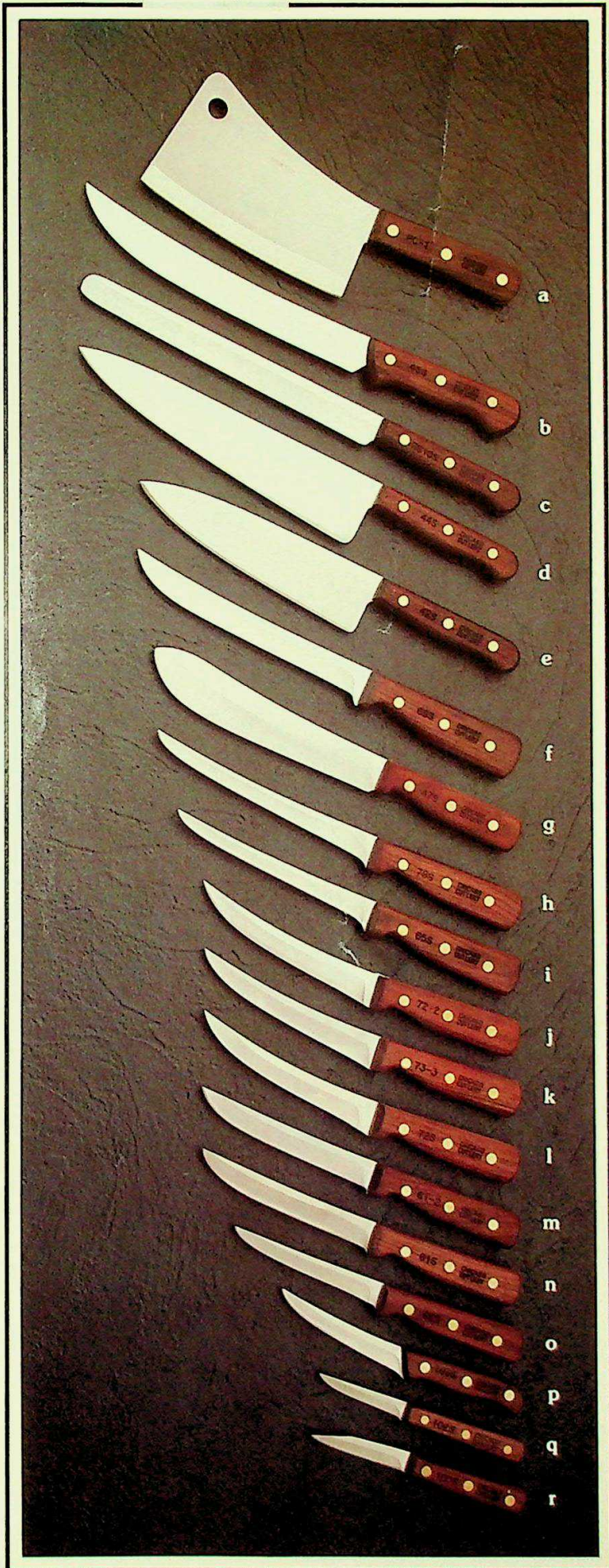
- a. **PC-1 7" Professional Cleaver**
Carbon Steel
Stock Number 1-0150-1
- b. **45S 10" Narrow Steak Knife**
Chicago Special Steel/Full Length Tang/Rigid Blade
Stock Number 1-0107-2
- c. **RB10S 10" Roast Beef Slicer**
Chicago Special Steel
Stock Number 1-0111-3
- d. **44S 10" Chef Knife**
Chicago Special Steel
Stock Number 1-0104-8
- e. **42S 8" Chef Knife**
Chicago Special Steel
Stock Number 1-0101-4
- f. **66S 8" Slicer**
Chicago Special Steel/Rigid Blade
Stock Number 1-0125-4
- g. **47S 8" Butcher Knife**
Chicago Special Steel/Rigid Blade
Stock Number 1-0113-9
- h. **78S 7½" Fillet Knife**
Chicago Special Steel/Flexible Blade
Stock Number 1-0131-1
- i. **65S 6¾" Fillet Knife**
Chicago Special Steel/Flexible Blade
Stock Number 1-0122-0
- j. **72-2 6" Curved Boner/Utility**
Carbon Steel/Rigid Blade
Stock Number 5-0145-4
- k. **73-3 6" Curved Boner/Utility**
Carbon Steel/Flexible Blade
Stock Number 5-0148-8
- l. **72S 6" Curved Boner/Utility**
Chicago Special Steel/Flexible Blade
Stock Number 1-0128-8
- m. **62S 5" Boner/Utility**
Chicago Special Steel/Flexible Blade
Stock Number 1-0119-7
- n. **61-2 6" Trimmer/Boner**
Carbon Steel/Rigid Blade
Stock Number 5-0142-0
- o. **61S 6" Trimmer/Boner**
Chicago Special Steel/Rigid Blade
Stock Number 1-0116-3
- p. **103S 4" Steak Knife**
Chicago Special Steel
Stock Number 1-0143-6
- q. **102S 3" Parer/Boner**
Chicago Special Steel
Stock Number 1-0221-1
- r. **100S 3" Parer**
Chicago Special Steel
Stock Number 1-0140-2

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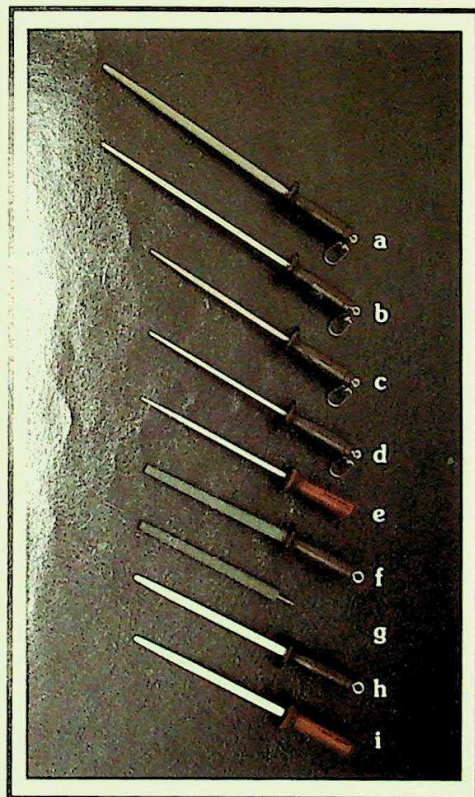
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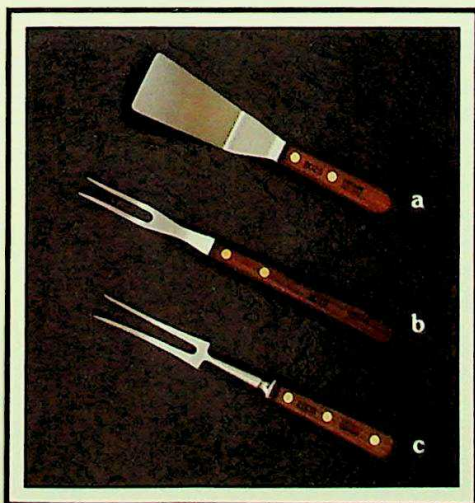
Sharpening Tools

Butcher Steel. A Butcher Steel is used to realign and restore the cutting edge of a knife. If you looked at a knife under a microscope, you would see the edge is made up of thousands of very small cutting teeth. Through use, these microscopic teeth become fused together, bent out of line or rolled over and the knife becomes less efficient or dull. By stroking the knife on a butcher steel, which is harder than the knife, you can straighten the teeth and realign the cutting edge. The butcher steel does not put a new edge on the knife; it realigns and straightens the existing edge.

Sharpening Hone. A Sharpening Hone is designed to put a new edge on a dull knife. The 20H hone is composed of a fine grit stone. It removes metal from the blade and will set up a new cutting edge. The CH-10 ceramic hone is composed of an extra fine grit ceramic material and removes a small amount of metal from the blade to create a new edge.



- a. CL14W/S 14" Steel
1/2" Diameter/Coarse Line
Molded Handle with Guard
Stock Number 5-0265-0
- b. SP14W/S 14" Steel
1/2" Diameter/Smooth Polish
Molded Handle with Guard
Stock Number 5-0268-4
- c. SL38W/S 10" Steel
3/8" Diameter/Smooth Line
Molded Handle with Guard
Stock Number 5-0259-3
- d. SP38W/S 10" Steel
3/8" Diameter/Smooth Polish
Molded Handle with Guard
Stock Number 5-0262-6
- e. CL38W 10" Steel
3/8" Diameter/Smooth Line
Walnut Handle with Guard
Stock Number 1-0203-8
- f. 20H 10" Hone
Molded Handle with Guard
Stock Number 5-0274-1
- g. 20S 10" Hone/Stick Only
Stock Number 5-0277-5
- h. CH-10-M 10" Ceramic Hone
Molded Handle with Guard
Stock Number 5-0271-7
- i. CH-10 10" Ceramic Hone
Walnut Handle with Guard
Stock Number 1-0215-3



Accessories

- a. 202S Kitchen Spatula
Stainless Steel
Stock Number 1-0149-4
- b. 201S 13" Kitchen Fork
Stainless Steel
Stock Number 1-0146-0
- c. 200S 12" Deluxe
Carving Fork
Forged, Stainless Steel
Stock Number 1-0222-8



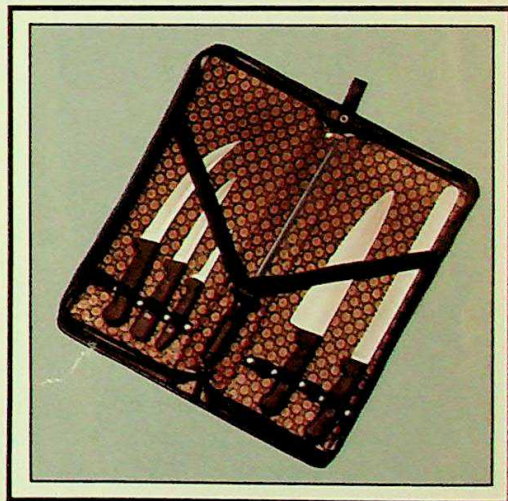
Sharpening Equipment

Tru Hone Knife Sharpening System.

This revolutionary sharpening system achieves a professional edge rapidly. Easy to operate.

Tru Hone Sharpener
Stock Number 1-0004-0

Tru Hone Sharpener Stand
Stock Number 1-0007-4



Chef's Case

Designed for carrying and storing professional cutlery.

CHEF-6 contains S48, 644M, 641, SL38W/S, S44, SRB12. Polypropylene handles. Stock Number 5-0105-8

E-CHEF Empty Chef's Carrying Case
Stock Number 5-0104-0

Also available with wooden handled knives.

CHEF-6 contains 45S, 78S, 100S, CL38W, 44S, RB10S. Stock Number 1-0185-8

Chicago Cutlery Consumer Products, Inc.
P. O. Box 9494
Minneapolis, Minnesota 55440



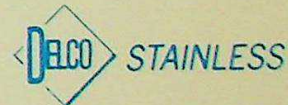
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PROFESSIONAL CUTLERY



PROFESSIONAL CUTLERY



Vanadium Molybdenum High Carbon Stainless Blades
with ABS Molded Plastic Handles

No. 9101	3"	Paring Knife
9105	5"	Utility Knife
9105S	5"	Serrated Utility Knife
9610	5 1/2"	Straight Boning Knife
9610	6 1/2"	Straight Boning Knife
9612	6"	Curved Boning Knife (Stiff)
9614	6"	Scimitar Boning Knife (Stiff)
9616	5"	Narrow Boning Knife (Stiff)
9616	6"	Narrow Boning Knife (Stiff)

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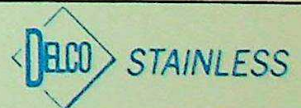
PROFESSIONAL CUTLERY



PROFESSIONAL CUTLERY

Vanadium Molybdenum High Carbon Stainless Blades
with ABS Molded Plastic Handles

No. 9643	10"	Scimitar Knife
9643	12"	Scimitar Knife
9645	10"	Butcher Knife
9645	12"	Butcher Knife
9650	10"	Roast Beef Slicer
9650	12"	Roast Beef Slicer
9650	14"	Roast Beef Slicer
9652	10"	Wave Edge Slicer
9652	12"	Wave Edge Slicer
9652	14"	Wave Edge Slicer
9660	8"	French Cook's Knife
9660	10"	French Cook's Knife
9660	12"	French Cook's Knife



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Male Orders to Surge in Home Goods

IN HIS STUDY for House & Garden, Louis Harris discovered a tremendous shift in home relationships: The prevailing pattern among baby boom couples is that men and women share household decisions and responsibilities.

Seventy-five per cent of those surveyed said that when shopping for furniture and major household items, the decisions are shared by spouses or mates. Sixty-two per cent share decorating decisions; 45 per cent, cleaning the house; and 35 per cent, cooking. In addition, 42 per cent of the men said they are involved in cooking on a regular basis.

This new sharing has broad implications for the way manufacturers and retailers market and advertise home furnishings to today's consumer. The industry can no longer target ads, for instance, solely to women.

One of the huge mistakes that advertisers will make in the future is not featuring men in ads for products that they think are a woman's province, Harris told HFD.

"IF YOU LEAVE the man out of the picture, you're going to run into real trouble in the future," he said, adding that advertisers can no longer use traditional "feminine touches" to appeal to today's consumers. "I don't think it will go anymore. I don't think you have to have heavy overtones of masculinity, (but) you have to cut men into this now," he said.

Harris also said this new sharing should affect in-store display. "If you take the decorating departments in department stores, I suspect that they're laid out (with the assumption that) a woman is going to make the decisions, and I suspect they're going to have to change quite a lot."

They Must be Recognized

Harris, who has conducted research for a number of department store chains, was asked if he thinks department stores have responded to baby boom lifestyles. He said, "I think the mark of department store merchandising has been opportunism. I think those that succeed are quite clever opportunists. But I'm not certain they're paragons on really knowing what the future is and what the market today is even like."

In Harris's opinion, the establishment is bewildered by the baby boom generation. "They wish they never had to confront them, and they're hopeful there's something be-

yond them. But the numbers just aren't there.

"This year, we passed the age of 30 for the first time as the median age. It's going to get older and older. Whatever age they will be, they will be the dominant, the biggest force in this society, and they have to be recognized."

AS THIS GENERATION ages, it is going to be "nonsense" to gear a company, its advertising and its sales to the

notion of "perennial youth," he added.

Retailers not only have to take men and an aging population into consideration, Harris said, they also have to strike a balance between dictating taste and accommodating it.

"I think the mark of the baby boom generation is they damn well feel they know what they want, and they're not about to be led around by the nose . . .

"Merchants, retailers, the people who manufacture products and services for people are obviously in the business of trying to . . . perceive and meet the tastes of people out there. They're not in the business of saying 'I'm going to produce this and sell it whether you like it or not.'"

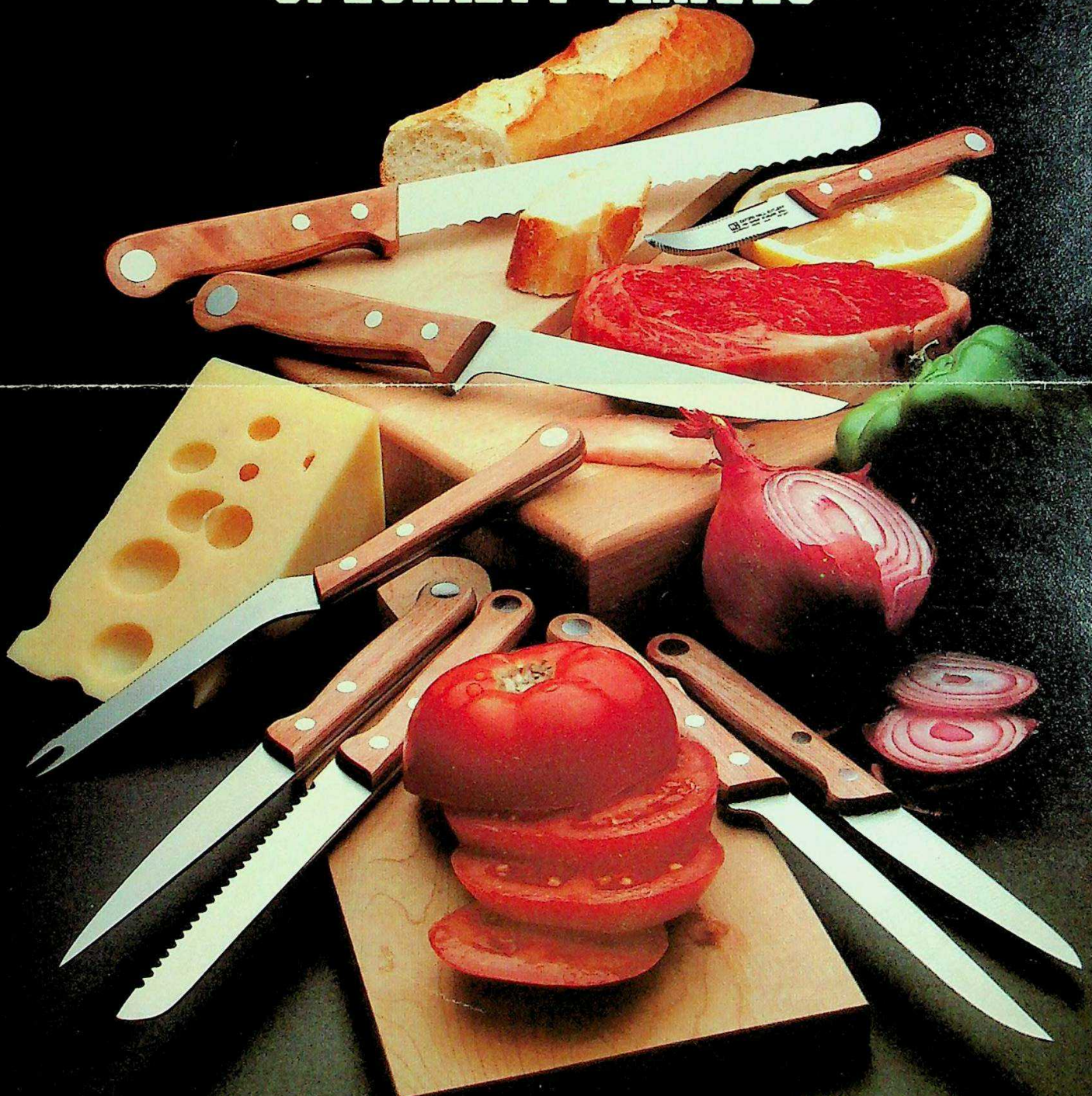
Rising family income is expected to play a major role in shaping these consumers'

tastes in the coming decade.

By 1990, two families out of five will qualify as upper income, compared with one of four now. (Upper income is defined as a \$25,000 annual salary in 1977 dollars.) By 1990, families in the lower half of the income scale will be bunched closer together just below the median, and the families in the upper half will be farther above it.

Continued on next page

SPECIALTY KNIVES



CHICAGO NHMA #3655-60

Oxford Hall's new 'Specialty Knives'. Created to anticipate everyday kitchen needs. Developed to stand on their own and to complement and expand upon the exceptional Oxford Hall Cutlery Collection. Made of the same quality high-carbon, stainless steel(440A). With full tang, triple riveted construction and handsome wood handles in a natural finish. Each is designed and crafted to meet and surpass the demands of its function...from a bread knife to a grapefruit knife, from a paring knife to a tomato knife, Oxford Hall 'Specialty Knives' provide your customers with the quality features...beauty and functional design they demand...and at a moderate price.

OXFORD HALL CUTLERY

OXFORD HALL SILVERSMITHS, LTD., 225 FIFTH AVENUE, N.Y., N.Y. 10010, SUITE 529, (212) 686-3223

JULY 13, 1981

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SECTION III HFD JULY 13, 1981 P. 27

Continued from preceding page

Such a profound shift in income distribution holds important implications for retailers such as Sears and Penney's and Montgomery Ward that have catered to the huge, homogenous middle class.

"Because they have catered to the nebulous concept of a middle-income customer, the general merchandisers are now left with a somewhat undefined character, blurring the value image they once projected to shoppers," Walter Loeb, retail analyst at Morgan

Stanley, said in Forbes magazine earlier this year. "The middle market will eventually disappear."

MANY OTHER ANALYSTS agree, saying that these general merchandisers will lose ground to the fashion oriented department store at one end and the new style mass merchant at the other.

Dayton Hudson is one retail chain that has begun emphasizing the discount end of the trade. It is said that 90 per cent of its \$6 billion capital budget for the next five years will go to expanding its Mer-

vyn's Target and B. Dalton stores.

"The discount and specialty stores have the greatest potential for future growth, and our shareholders will be better off as a result of our new focus," Richard L. Schall, Dayton Hudson vice chairman, told Forbes.

Carter Hawley Hale is said to be one chain that's going in the opposite direction by upgrading merchandise in its Broadway, Thalhimier, and John Wanamaker stores.

"Like Macy's, our Broadway stores are going after a

customer less and less willing to be handled as if she were an IBM card," Philip Hawley, president and CEO of Carter Hawley Hale, told Forbes. "She wants an individualized shopping experience."

Four Consumer Orientations

Whether they are department stores, specialty stores or mass merchants, retailers of home furnishings agree that one of the keys to success is how well they respond to emerging consumer trends.

Leonard Barry, chairman of the marketing department at

Georgia State University, has identified four important consumer orientations that may provide retailers with merchandising opportunities in the future.

- The buy-for-one consumer: Singles constitute about one of five households in the United States. They are more inclined to buy items such as cookware, glassware, flatware and dinnerware in smaller sets and, in the case of cookware, in smaller sizes as well.

Singles, who bought about 15 per cent of the homes sold in 1977, favor townhouses and condominiums. These housing units have less floor, counter and storage space, which suggests a trend toward convertible furniture, smaller appliances and functional storage units. Their homes rarely have formal dining rooms, so more entertaining is done in the living room and kitchen.

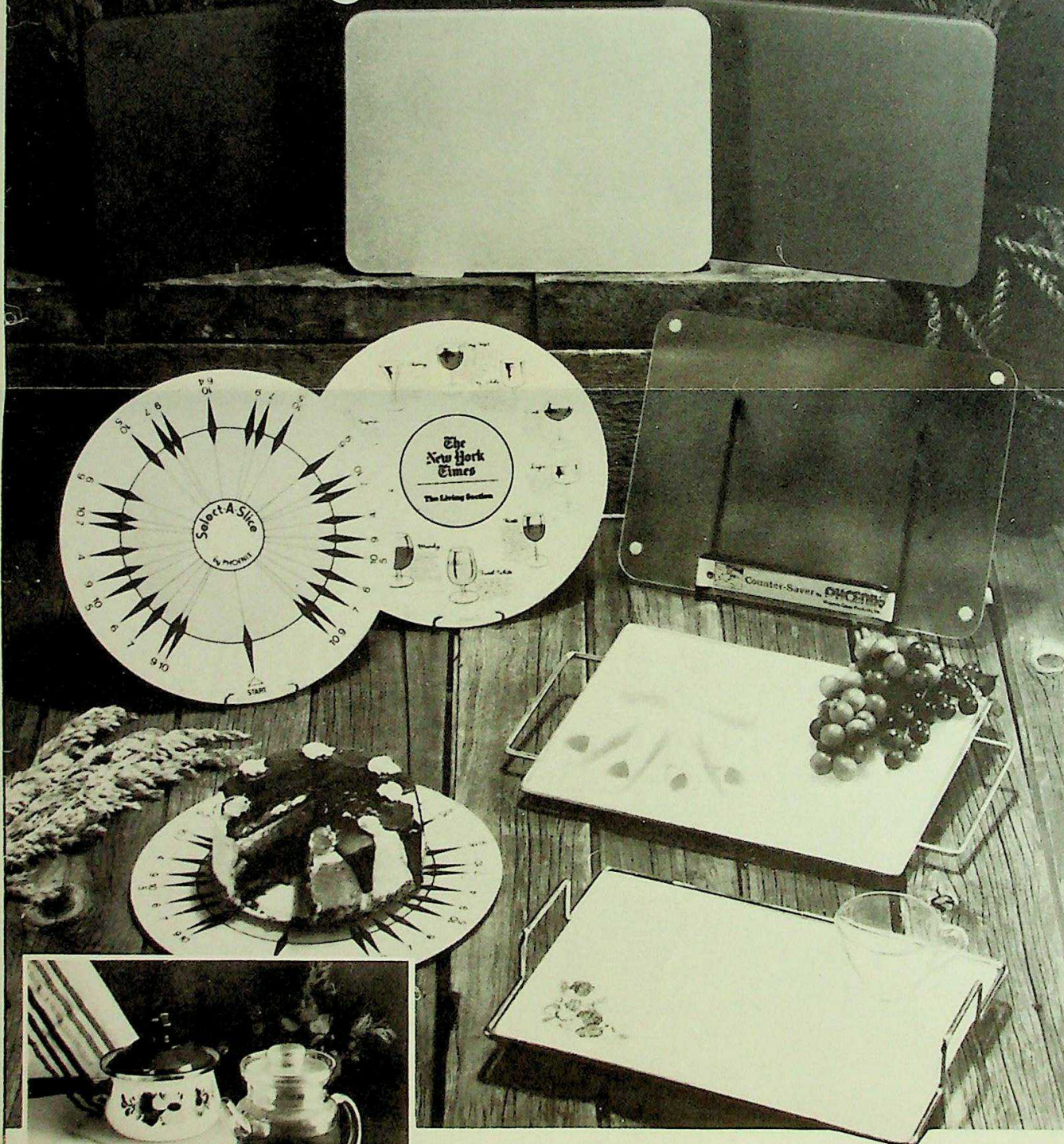
- The stability-seeking consumer: In a highly transient society, there is evidence that consumers are attracted to goods that offer a balance between new and old, between tomorrow and yesterday. They may favor natural foods, natural materials such as wood and merchants, such as crafts, basic home and garden tools and antiques.

- The get-my-money's-worth consumer: Manufacturers and retailers are already recognizing that consumers are more interested in value, which doesn't necessarily mean buying the least expensive product available to them. Products will be evaluated from a cost-use standpoint rather than in terms of initial cost alone in the future. There may be increased emphasis on energy-efficient, durable products that perform multiple functions.

- The time-buying consumer: For an increasing number of dual-income families, time is becoming as valuable as money. As a result, catalog selling, personal shopping, convenience foods and convenience stores should benefit.

Time-saving gadgets will be in, and technology will not be viewed as a villain but as a lifestyle facilitator. Increased interest is expected in appliances such as food processors and microwave ovens which cut food preparation time. The principal excitement, however, may come from the incorporation of electronics into existing appliances and from home computers that can "organize" and "coordinate" household chores.

Introducing...The New Phoenix Line



Phoenix...manufacturer of the versatile Counter-Saver™ and Portable Counter-Mate® have expanded their product line to meet the growing demand for glassware products.

NEW FROM PHOENIX...

- Select-A-Slice™ Cake & Pizza Board
- Serving Trays (available in brass and chrome)
- New Decorator Colored Counter-Savers™
- "Gourmet Guide To Wine" Tray
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PLUS MUCH MORE!

Call Phoenix Toll Free 800-645-3940 for more information on their entire product line and profit package.

PHOENIX

Phoenix Glass Products, Inc.

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JULY 1, 1981 p. 7

R&I Foodservice News

A Complimentary Quiche Server

to get you started serving the Perfect Quiche

Try Durkee quiche yourself with a demonstration from your Durkee representative. Taste and see the reasons that will help increase your sales... and your profits.

Four varieties. Two sizes. Each 9" quiche is packed in an open-ended corrugated sleeve, four quiches per master carton. 5" individual serving quiche is packed four per corrugated sleeve, eight sleeves to a master carton.

Fill in coupon and mail to Durkee Foodservice 900 Union Commerce Bldg. Cleveland, Ohio 44115.

Cut me in on the quiche profitability. Have my Durkee representative contact me for a Durkee quiche sampling and my complimentary quiche server.

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COMPANY

ADDRESS

CITY

STATE

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PHONE NUMBER ()

Durkee

SCM DURKEE FOOD SERVICE
SCM CORPORATION, CLEVELAND, OHIO 44115

Barksdale named Perkins pres.; Westin, Topsy's announce exec changes

Westin Hotels, Perkins 'Cake & Steak and Topsy's Intl., among others, have made key executive appointments.

Westin promoted Chief Executive Officer Harry Mullikin to chairman and executive v.p. and C.R. "Bob" Lindquist to president as part of a corporate restructuring.

Under the new plan, which also creates three group v.p.'s, Mullikin will direct long-term planning and development and Lindquist will take responsibility for operations.

Holiday Inns announced the appointment of Phil S. Barksdale as president of its Perkins subsidiary. Barksdale, who has been serving as Holiday Inns' corporate senior v.p.-restaurant operations, succeeds McClelland Troost.

Topsy's Intl. named M. Avery

Murray president and chief executive officer, succeeding Jerome Lapin, who resigned. The company also elected Jack J. Webb chairman, to succeed Jerry D. Berger, who resigned and was named chairman-emeritus.

Murray was formerly executive v.p. and secretary of Topsy's, which operates snack bars and franchises Tastee-Freez and popcorn shops. Both Lapin and Berger will continue as directors.

In other appointments:

—Stouffer Corp. named Ralph S. Roberts, president of its Borel Restaurant Corp. subsidiary, to president of a newly formed Stouffer's Restaurant Group. Roberts will have responsibility for all Stouffer's restaurants.

—Carson Pirie Scott & Co. announced the retirement of Chairman Harold R. Spurway and the appointment of Carroll E. Ebert to chairman and Robert P. Bryant, president of Dobbs Houses, to the new position of vice-chairman. □

Custom buys Macke's health care division

Custom Management has purchased Macke's health-care division and Shoney's Inc. acquired franchise rights in Louisiana in recent merger and sales activity.

Allegheny Beverage Corp., Macke's parent, sold the company's Health Care Services Division to Custom in May. The division includes 35 accounts in seven mid-Atlantic states. Allegheny earlier this year sold Macke's Family Fish House chain to Sea Galley Stores.

All the Macke accounts fall within Custom's current operating territory.

Shoney's bought the rights to franchise both its Shoney's Big Boy and Captain D's chains in Louisiana from Shoney's South, its largest franchisee. Two existing restaurants in Baton Rouge, La., were included in the deal. Terms were not announced.

Shoney's said it plans to open 40 Big Boy units and 30 Captain D's in the state.

The Pillsbury Co. announced that it expects to complete the sales of its Hoffman House and Henrici's restaurants by the end of the year.

Six Hoffman Houses were sold earlier this year to Midway Motor Lodge, Inc., a Wisconsin-based operator of motor hotels. An agreement has been reached to sell three Hoffman Houses and three Henrici's to executives who have been running the chains. Other operators have purchased nine restaurants. Pillsbury continues to seek buyers for five others. □

Gen. Foods sues former GuadalaHarry's execs

Two former officials of Mexican Foods of America, Inc. who were arrested in California in March in connection with an alleged fraud scheme (see Foodservice News, May 15) have been sued by General Foods in a New York federal court.

General Foods bought an 83% interest in Mexican Foods, which operates GuadalaHarry's Mexican

restaurants, last year.

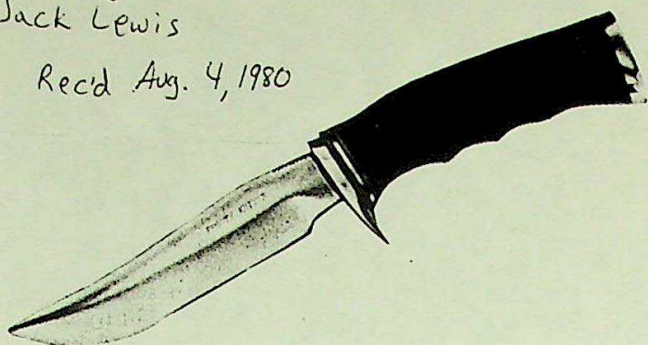
The suit against Harold J. Russell, former Mexican Foods president, and Jerry L. Petersen, former executive v.p., alleges the two men defrauded Mexican Foods through bribery and kickback schemes. Filed May 19, the suit seeks unspecified damages.

Separately, Henry Rossbacher, Asst. U.S. Attorney in charge of the criminal case against Russell and Petersen in Los Angeles, said the investigation is continuing. □

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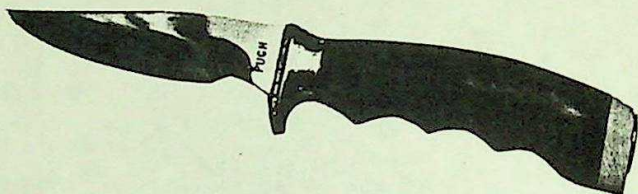
Rec'd Aug. 4, 1980



PROUTY CUSTOM MADE KNIVES

Ralph W. Prouty of Prouty Custom Made Knives in Portland, Oregon, offers as his best his Custom Skinner with 5-1/2-inch blade, Australian eucalyptus handle. The knife, weighing nine ounces, is forged from Columbia high-carbon tool steel. It comes with a serrated thumb notch, brass hilt and butt cap at \$65.

Prouty says, "For skinning, butchering and camp duties, this compact knife with a warm wood handle is an excellent winter knife, as well as being easy to wear."



PUGH MADE KNIVES

Jim Pugh, who makes Pugh Made Knives in Azle, Texas favors his Texas Skinner, which has a choice of four or five-inch blade, of one-eighth-inch steel measuring about an inch in width. With a Rockwell hardness of 58-C, the blade is highly polished. There is a bronze hilt, ebony handle and an ivory butt cap, which has a 10-karat gold-filled Texas seal. With a sheath, this one sells for \$40.

Regarding his prize, Pugh reports, "My favorite weighs less than six ounces, fits the hand well with finger grooves."



RED RIVER KNIVES

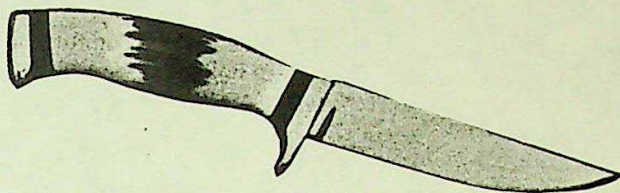
In Palestine, Texas, is Red River Knives, with Don Hastings in charge. His favorite is called the Brute and has a blade that measures 5X1-1/2X1/2 inches. The stag handle of about 4-5/8 inches is available also in leather or hardwood, with or without a brass butt cap. It's priced at \$38.50 without sheath.

"Its short blade is easy to handle, the solid heft allows sure control. There is plenty of skinning sweep, enough

edge for general camp use," Hastings says, "and a stout back edge for light chopping."

Jack D. Schmier of Fountain Valley, California, favors his Model B, which is made from 3/16 by one-inch stock; then is tempered for maximum hardness with maximum toughness to a Rockwell 64C standard. A sub-zero treatment also is part of his tempering process. This model has a four-inch blade with a handle of stag. The hilt, spacer and butt cap are of brass. Price on this style is \$43.

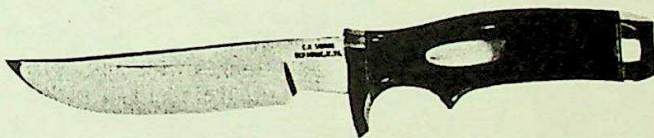
"This is a no-nonsense blade, narrow enough to ream the anus, yet will cut the 'aitch' bone. It's a fine Skinner and caper and is my constant companion in the field," Schmier declares.



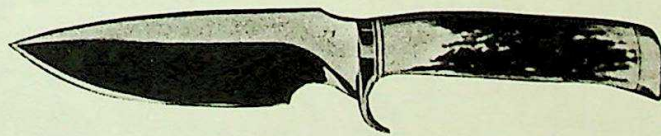
JACK D. SCHMIER

Corbet R. Sigman, knifemaker of Red House, West Virginia, favors his Model 17, which has an overall length of 9-1/4 inches, with a five-inch blade. The handle is of Indian water buffalo horn, with nickel silver inlays. Price on this one is \$77.50, although the handle pattern, inlay and horn handle all are options. Standard knives, starting at \$40 have brass hilts, rosewood handles and hard aluminum alloy butt caps. Sheaths are included.

Regarding the knife shown, Sigman favors it, "because it is a useful all-purpose design that is functional and has clean lines that are appealing to the eye."



CORBET SIGMAN

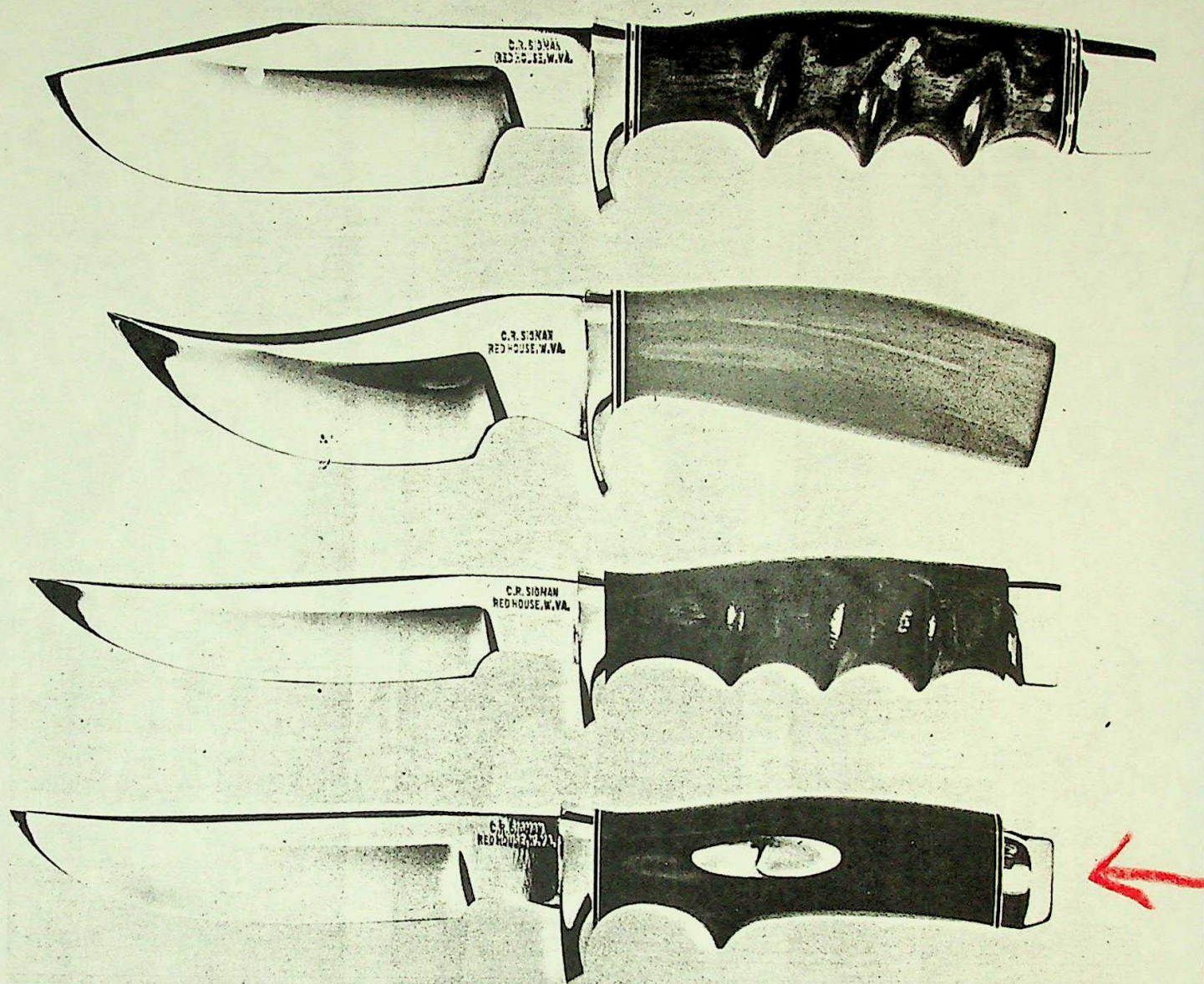


SILVER FOX KNIFE COMPANY

Earl Adair of the Silver Fox Knife Company in Dickinson, Texas, favors his Fox drop point model with a five-inch blade for \$51.50, sheath included. This has a full blind tang with threaded butt cap. He says these are heavy big game blades ground from 1/4 X 1-1/2-inch steel. Handles are stag, with finger grooves \$1 per groove extra. Brass trim is used for guard, butt cap.

"These knives combine beauty and efficiency in a heavy blade that will easily dispatch all hunting and camping

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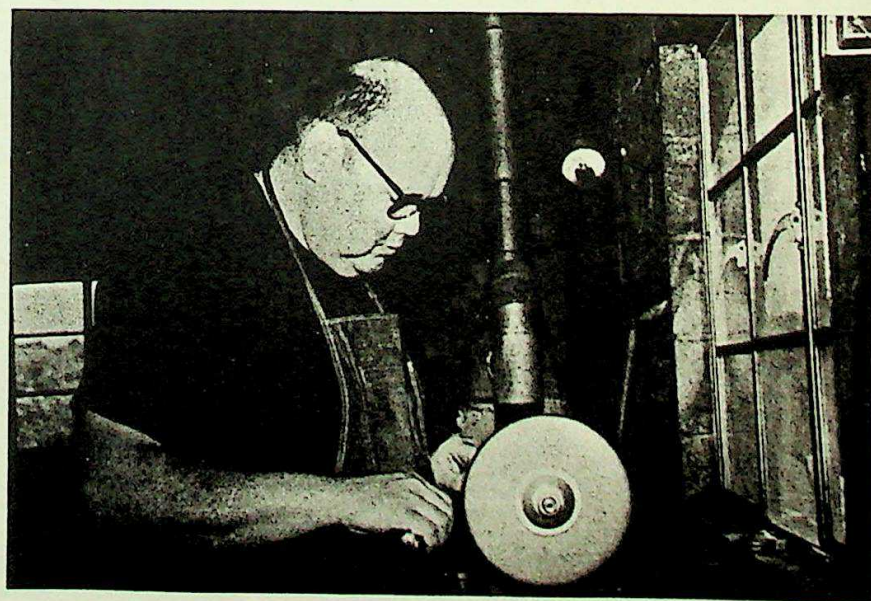


Above: Sigman knives offer four basic blade patterns. With standard handle materials, price ranges from \$37 to \$50. (Right) Corbet Sigman, already an acknowledged master, works in his small shop in Red House, W. Va. He also cuts and sews his own sheaths.

The Gun Digest Book
of Knives
by B.R. Hughes &
Jack Lewis

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Recd Aug. 4, 1980



GUN WORLD'S

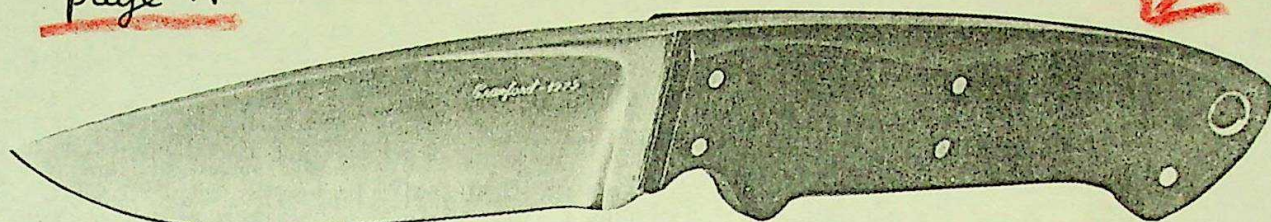
GIVEAWAY

AUGUST, 1980

GUN WORLD

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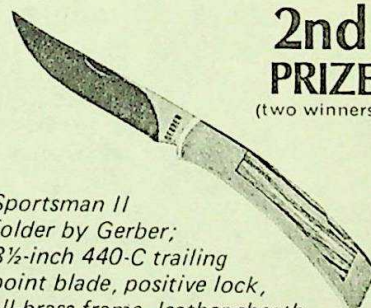
Slim and lightweight enough to be carried all day in the field is this handmade knife from Pat Crawford, Dept. GW, 205 N. Center, West Memphis, Arkansas 72301. The full tang blade is of 440C stainless steel, hardened to 58-59 on the Rockwell C scale, handle is of black Micarta. Knife includes leather sheath.

1st PRIZE
(One winner)

GIVEAWAY NO. 27 WINNERS

ALL ABSOLUTELY FREE!

- 1st Prize ((Carolyn Tinker Custom Knife) — Lee Seiling, La Veta, Colorado
2nd Prizes — Mark Redmon, Riverside, California; Richard Reeves, Maumee, Ohio
3rd Prizes — William Dignan, Baltimore, Maryland; Michael Mastandrea, Seattle, Washington; Clark Nelson, Camp Pendleton, California
4th Prizes — J. Christiansen, North Platte, Nebraska; Stephen Crowley, Bronx, New York; Oscar Leonard, Paradise, California; Willis Willard, Rochester, Indiana
5th Prizes — James Caldwell, New Carrollton, Maryland; Kenneth Engman, Fond du Lac, Wisconsin; R.B. Nielsen, Irving, Texas; Richard Roberts, San Jose, California; W.T. Shaw, Thibodaux, Louisiana



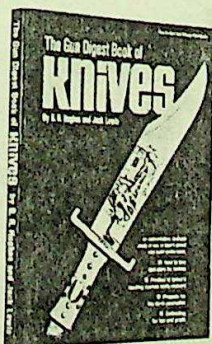
2nd PRIZE
(two winners)

Sportsman II folder by Gerber; 3½-inch 440-C trailing point blade, positive lock, all-brass frame, leather sheath. Gerber Legendary Blades, P.O. Box 23088, Portland, Oregon 97223.



3rd PRIZE
(three winners)

The ever-popular Minipak, an all-nylon 20x7-foot hammock that folds to pocket-size.



4th PRIZE
(four winners)

A copy of the best-selling GUN DIGEST BOOK OF KNIVES

by B.R. Hughes and Jack Lewis



5th PRIZE
(five winners)

All-purpose Swiss Army-type pocketknife with 8 blades and scores of uses.

YOU Can Be A WINNER!

Just print your name and address — including Zip Code — on the back of a standard postcard and help us by telling us if you shoot trap. Then, mail to: GUN WORLD Giveaway, Dept. H, P.O. Box HH, Capistrano Beach, CA 92624.

Remember: POSTCARDS ONLY are acceptable and must be received no later than August 1, 1980, to be eligible for drawings in Giveaway No. 30. Winners will be announced in your November 1980 issue of GUN WORLD.

D7/649

is one of the forgotten trial design education, a designer's bid for a recog- the commercial world. by many as an anachro- in the fine arts, drawing the essential tools of the industrial designer's trade. Without this skill, too many designers today are forced to design only what they can draw, rather than draw what they can design.

The ability to draw is fundamental to an effective understanding of form. In the case of the industrial designer, drawing is the key which unlocks the imagination, the tool which enables him to get a jumble of ideas down quickly and fluently, and the medium which allows him to communicate those ideas to others. Geoff Hollington (DESIGN, February 1980, page 34) has suggested that much of the modern design idiom is a reflection of established toolmaking and manufacturing techniques. This premise can be extended to argue that the form of modern products is limited by the designer's ability to draw, by the conventions of draughting techniques and by the convenience of machine-oriented modelmaking. It requires less skill to produce a flat surface on a block of wood using a disc sander than to hand model a curvilinear surface in clay. Likewise it is easier to draw a matt black form made up of straight lines and simple radii than a glossy red one composed of compound curves.

By definition, industrial design is a three-dimensional discipline. But unlike a graphic artist, who both conceives and executes his ideas in two dimensions, the industrial designer must shift first from a three-dimensional idea to a two-dimensional sketch and then back again to a three-dimensional product. Conceptual leaps of this kind are no problem to the designer who possesses both the ability to design in three dimensions and the facility to express his designs in two. Yet they can be a major obstacle to the designer who cannot draw. The designer who draws well automatically commands more options, and is almost always more successful than one who doesn't.

And yet the role and function of drawing is still a topic of debate, and many of Britain's top industrial designers disagree on the subject. It is too simple to say that those who value drawing skills are those who can draw and that those who don't can't. Britain's top designers do, in fact, draw very well. But some believe that it is possible to be a good industrial designer without drawing skills, arguing that designers who are weak in this area move to block models as soon as possible. Still, most agree that weak drawing skills can be a definite liability when it comes to selling ideas to clients. And that, of course,

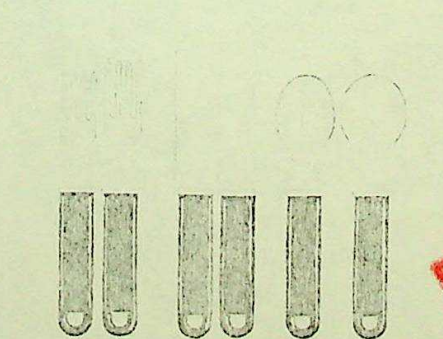
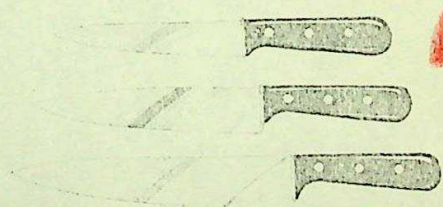
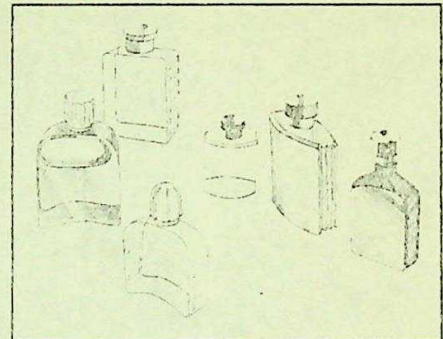
BACK AT THE DRAWING BOARD...

Why do product designers need to know how to draw? How do (and should) colleges go about educating them in the skill? And what happens when consultants unveil their sketches to clients? Kate Manasian and Dick Powell suggest some of the answers

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AUG. 1980 p. 56

is the crunch, for at the end of the day a design is only worth the value placed on it by the client, and his first impressions are usually based on what he sees in presentation drawings.

Different ways to teach it
For Royal College of Art tutor Peter Stevens, the ability to draw will become increasingly important as industry and colleges cut costs: 'A lot of art school staff come from a period when it was un-



Top non-slip mouthwash bottles in glass, by Stephen Bartlett of consultants BIB. Client: confidential. Technique: marker and ballpoint pen.

Middle and above tableware, by Conran Associates. Client: Spong. Technique: marker and felt tip

model-making facilities at colleges. It's easy for the students to make models quickly, skipping over the visual stage. Once they're employed, the situation is often reversed: either model-making facilities aren't available, or they're too expensive. Then college leavers find they have to go back and learn how to draw.'

Nick Butler of consultants BIB had two years of fine arts training before specialising as an industrial designer and he is also critical of the absence of good training in this area: 'I think that in the rush to make industrial design a respectable profession, to ally it more with the sciences than with the arts, we forgot that one of the basic facilities of the designer is the ability to draw.' Drawing, however, is a difficult subject to teach, and there is no doubt that those students with natural talent or previous training pull far ahead of others at an early stage.

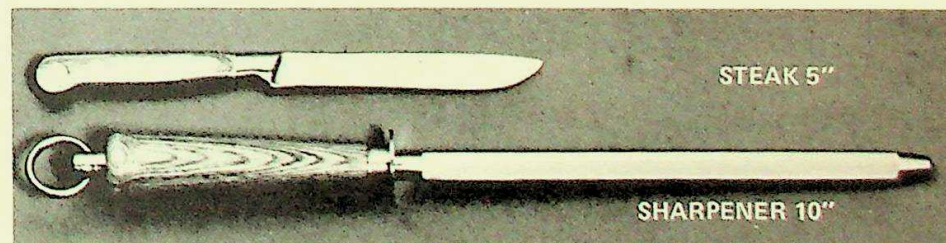
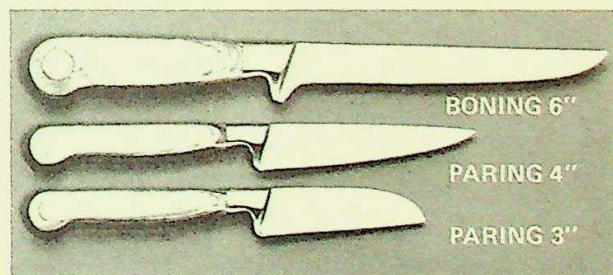
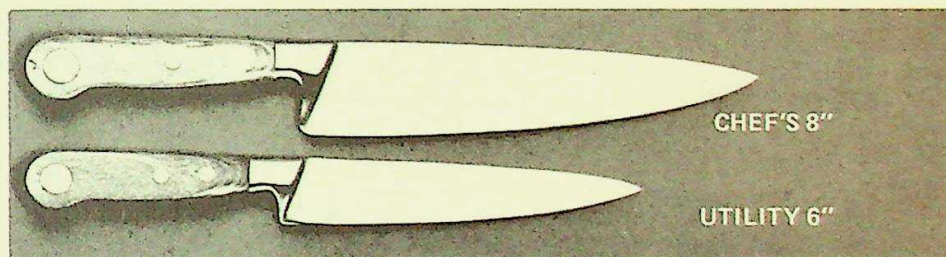
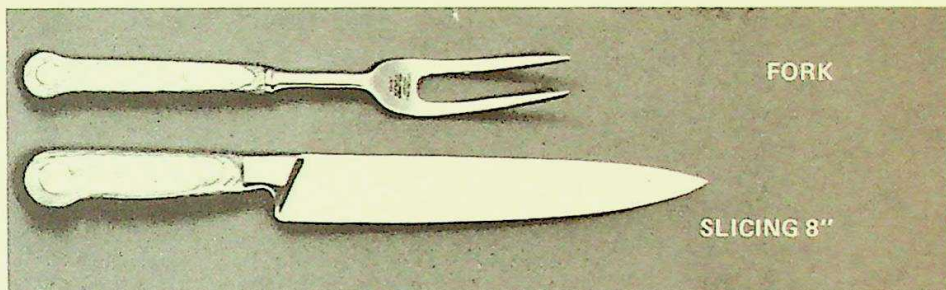
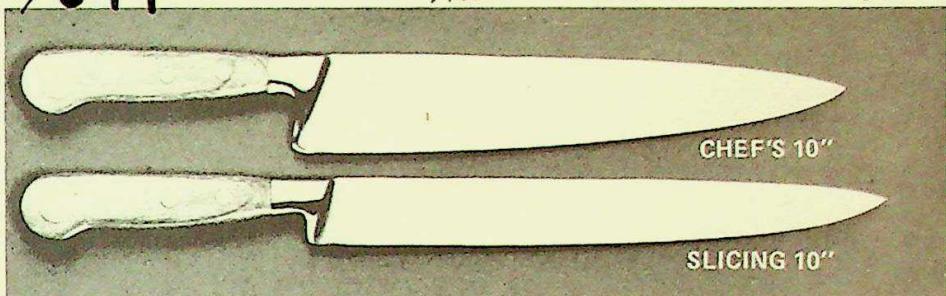
Designers agree that drawing classes help students understand form and construction. Working on the principle that practice makes perfect, Stevens encourages his students to get through a lot of drawings, urging them to put their ideas down quickly and confidently. He discourages students from concentrating too much on one drawing, believing that this interrupts the flow of ideas and results in laboured, precious work. At both the RCA and Central School a number of techniques are taught - marker, water colour, air brush, colour crayon and pastel - to allow students to discover the medium they feel most comfortable with. But some colleges concentrate on only one technique, to the extent that John Stoddard, industrial designer at consultants Bill Moggridge Associates, claims that he can often tell what school a student has attended by the technique he or she uses.

... and different ways to make a pitch
The way designers develop their drawings, the degree of finish they strive for, and the types of drawings they take along to presentations all vary enormously. Good visualisers are generally comfortable with several different media, often combining marker, chalk and air brush in one drawing. Magic Markers are currently enjoying a vogue and many designers believe that air brush is on the way out: Hoover's in-house designers, for instance, turn out variation after variation to fascinate on the company's domestic appliances by using cut paper, claiming that this takes half the time air brush drawings do.

When it comes to outside consultancies making presentations to clients, some favour a flexible approach. BIB, for instance, likes to hold two or three meetings with clients to show them development sketches before mounting a main presentation and - as is almost

D 7/649

Mail room date 6-11-1980



The Chef's Edge

Made to meet the demands of the most critical chefs.

Like any fine craftsman or artist, a master chef zealously guards, pampers and dearly values his 'tools'. To the chef, knives are the most important of his tools.

And like the concert pianist whose personal piano must follow his tour, a chef's cutlery is carefully carried from kitchen to kitchen. It is his 'right arm'...and must respond and function easily, safely, and consistently.

You don't have to be a master chef!

Anyone who prepares food can appreciate that... you don't have to be a master chef. A well designed, quality crafted knife will perform everyday tasks exceptionally well. With this in mind, Oxford Hall and the noted tabletop/ industrial designer Ben Seibel, began two years ago to create, 'the ultimate cutlery design'. Cutlery that can meet and surpass the most rigorous demands of the professional, while providing the more casual chef with an efficient and extraordinarily beautiful addition to their kitchen.

Designer Ben Seibel and Oxford Hall Silversmiths insisted on these demanding criteria:

1. Well balanced cutlery...comfortable, safe to use. With form fitted handles that blend tirelessly into your grip. Sculpted of laminated epoxy-impregnated wood to provide a non-porous, enduring handle.

2. Blades forged of the finest high carbon, stainless steel (440A), with molybdenum for added flexibility and strength. This expensive alloy combines ease of sharpening (high carbon content) with carefree convenience (stainless steel).

3. A forged blade 'taper ground' evenly from handle to tip, and from the back to the razor-sharp cutting edge. Much more costly than a hollow-ground blade, it provides the strongest, most easily maintained cutting edge. "The Chef's Edge".

4. Fully forged quality steel blade, extending full length through the handle (full tang), and securely triple riveted to a laminated wood handle. A one-piece blade that includes a substantial bolster mass for safety of use and comfortable balance.

5. A consistent 'Rockwell Hardness' that permits an optimum cutting edge...that can effectively and easily be resharpened, over and over again.

6. And without sacrificing an iota of technical excellence, Oxford Hall Cutlery must be, not only the most efficient cutlery on the market... but without peer, the most attractive. After all, gourmet cooking no longer just takes place in a remote kitchen of an elegant restaurant. It takes place in your home, and as such should reflect and complement your finest housewares and home fashions.

The proof is in the pudding!

It starts with a recipe of quality ingredients...and with great care and skill, it results in perfection. Look at Oxford Hall Cutlery closely...feel it in your hand...try it!

You'll see that every step of its manufacturing process...from the raw steel to the final hand finishing, reflects a unique commitment to excellence. And every single blade in the Oxford Hall Cutlery collection is the living proof of its success.

Available in choice of ebony or natural finish wood handles.

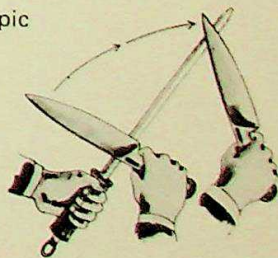
**Oxford
Hall OH
Cutlery**
The Chef's Edge

A 'steel' is used on professional cutlery to align the microscopic teeth of its edge...to provide optimum sharpness each time.

1. Hold steel in left hand...knife in right, with cutting edge facing away. Rest on steel base (near handle) at 20° angle.

2. Move blade away evenly and firmly in a curved arc from base to tip. Maintain 20° angle.

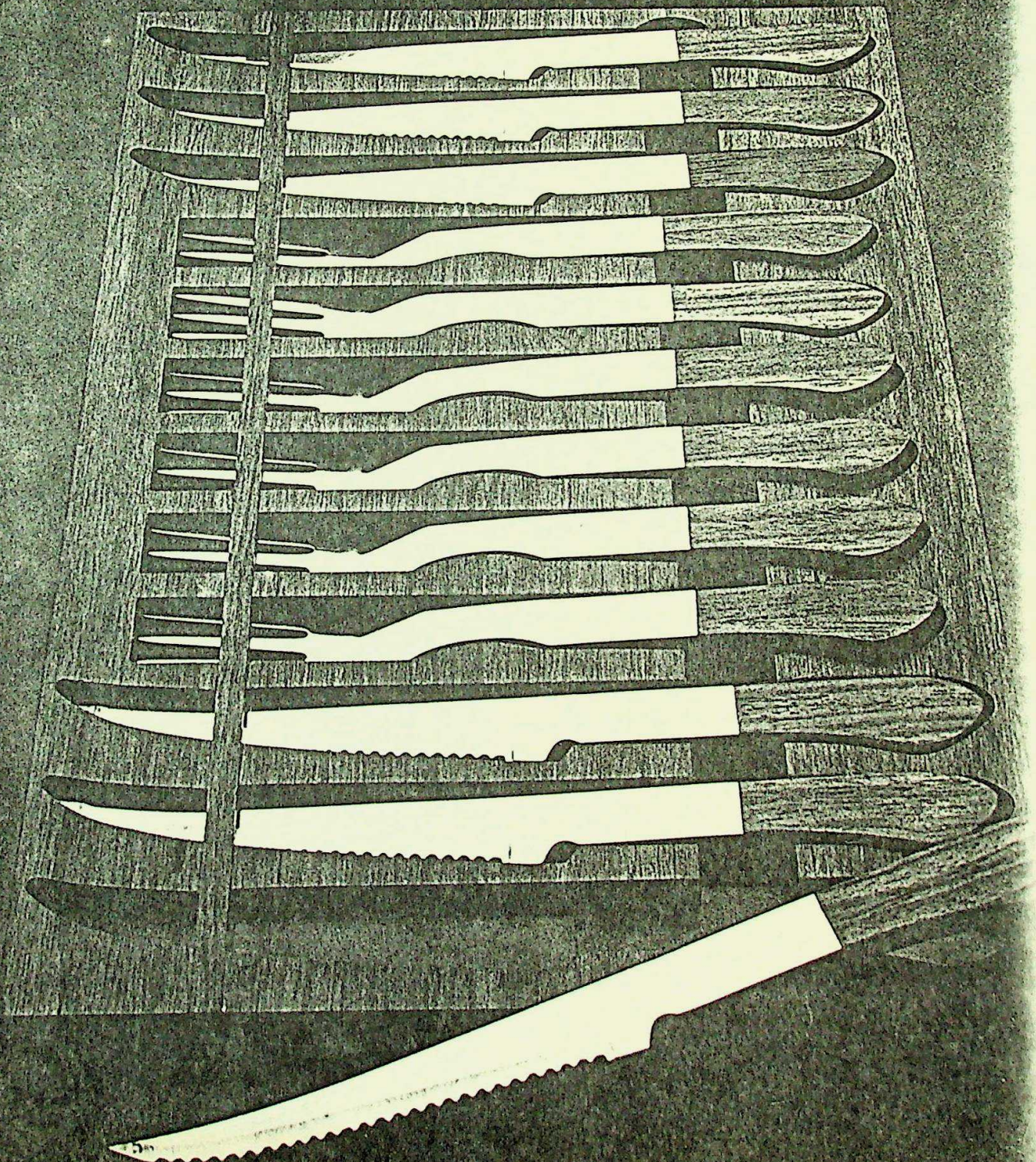
3. Repeat with blade underneath steel. Use same angle and stroke on both sides. Repeat 5 or 6 times on each side.



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HONG KONG
ENTERPRISE

VOL 12 1980
P. 250
REC'D. 2-12-81



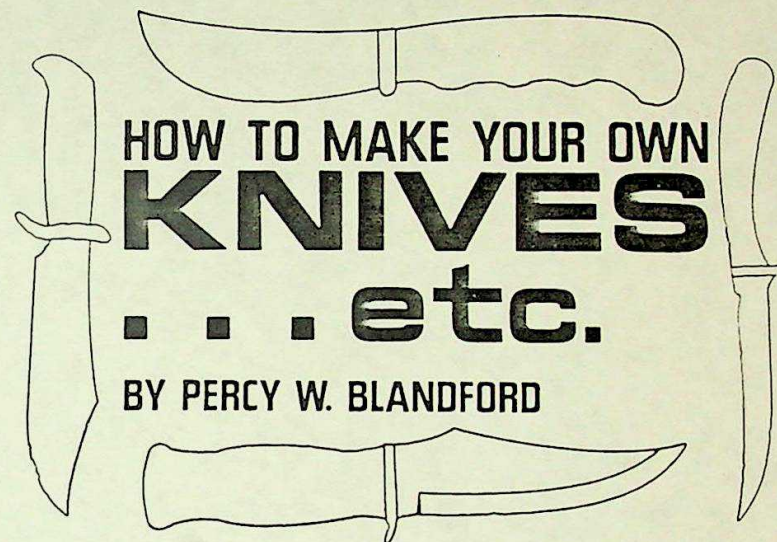
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OCT 23 1980

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Other TAB books by the author:

- No. 788 *Handbook of Practical Boat Repairs*
- No. 860 *The Woodworker's Bible*
- No. 894 *Do-It-Yourselfer's Guide to Furniture Repair & Refinishing*
- No. 910 *How to Make Your Own Built-In Furniture*
- No. 937 *Modern Sailmaking*
- No. 1004 *The Upholsterer's Bible*
- No. 1008 *Woodworking With Scraps*
- No. 1044 *The Woodturner's Bible*
- No. 1114 *How to Make Early American & Colonial Furniture*



TS 380 B58

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TAB BOOKS

BLUE RIDGE SUMMIT, PA. 17214

210200

ticularly if the drop is not very much. With a deeper drop the cutting edge may be taken to the end (Fig. 6-6H) without risk of the sharp corner coming into contact with the hand, or if there is any doubt, it can be rounded (Fig. 6-6J).

The actual grinding is something very dependent on practice and experience. It may seem simple to reduce the blade to a taper in thickness, but it is difficult to keep this uniform throughout the length of the blade. Choosing a short-bladed knife as a first project is a good idea.

Grinding should be done on a grinding wheel. There may be later uses for a belt sander or a disc, but the early removal of metal is better done on a wheel. The larger its diameter, the easier it will be to produce a regular taper, but even with the common 6 inch double-ended grinder a good shape is possible. So far as you can,

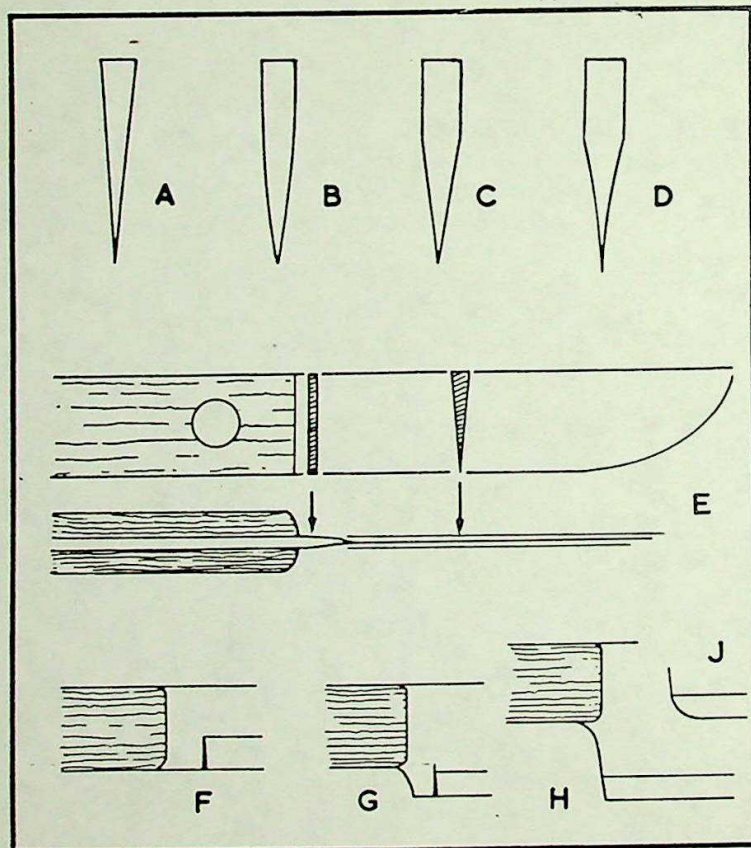


Fig. 6-6. Blade sections depend on thickness and purpose. Cutting edges may stop at a shoulder or be carried through at a dropped edge.

HOW TO MAKE YOUR OWN KNIVES ... ETC.

© 1979

BY PERCY BLANDFORD

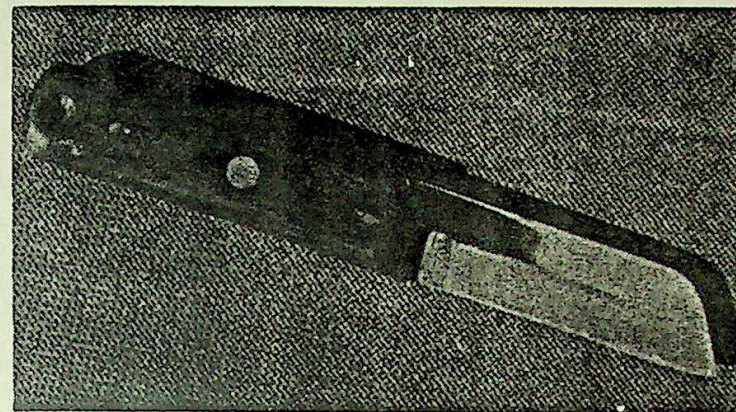


Fig. 6-7. A sailor's knife showing the shoulder where the taper to the cutting edge stops near the handle.

work along the length of the blade without stopping. Do not try to get the taper in sections, as this will almost certainly cause unevenness in the length. Sweeping along the blade will keep each grinding stroke the same all the way. If the knife finishes with any unevenness in its width, this will be less apparent than unevenness in the length. By examination and feel you will check how the beveling is going. The curve of the stone will cause a series of ridges (Fig. 6-8A). Concen-

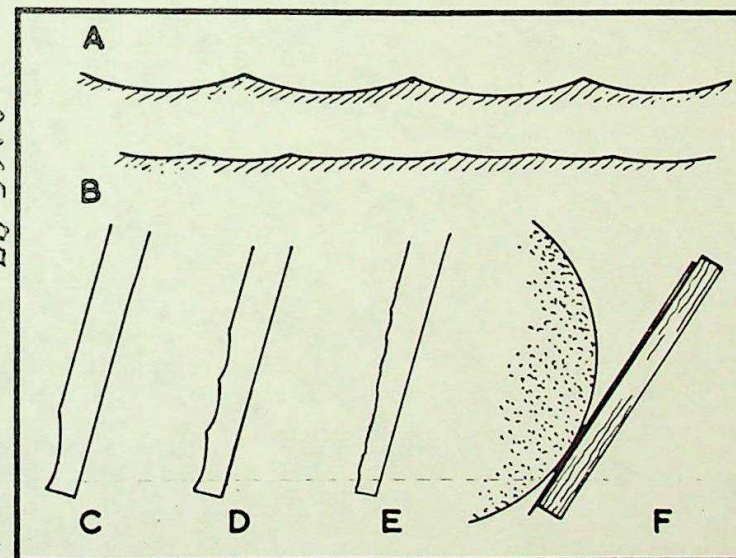


Fig. 6-8. Grinding across a stone makes a series of hollows as the section is shaped, then grinding lengthwise will smooth the surface.

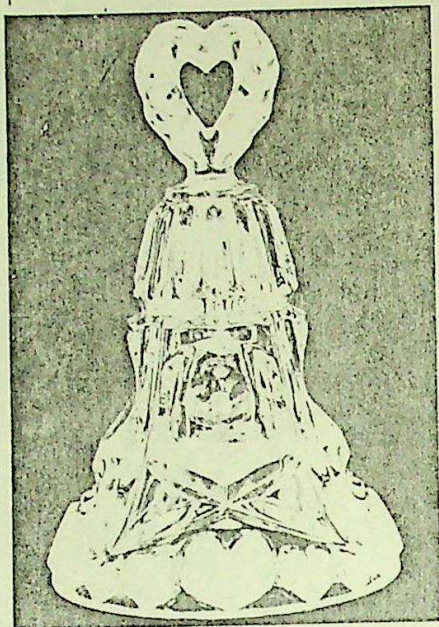
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NOVEMBER, 1979 P.23 TABLEWARE INTERNATIONAL



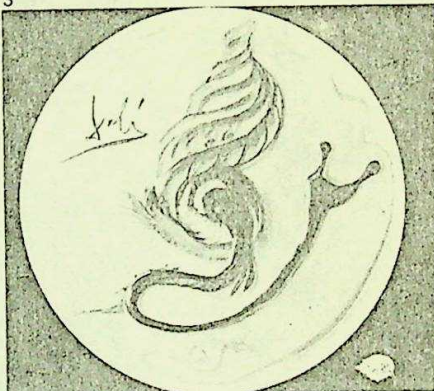
1 This attractive 'Sweetheart' bell is produced in Bavarian lead crystal and is distributed in the UK by Andrew C Perrot, 14 Green Close, Chelmsford CM1 5SL. It stands 7in (18 cms) high and is hand cut

2



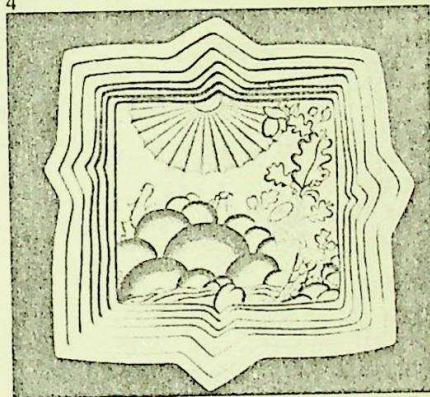
2 A selection from the new 'Plate of the Month' series by Hutschenreuther of Selb, Germany. Danish artist Ole Winther designed the colourful decorations. Shown here are the plates for April (right), May (top), June (centre) and July (left). They are part of the 'Poetic Porcelain' collection

3



3 The 1979 Rosenthal Year Plate in glass has been designed by Salvador Dali. The plate is made in both clear and opaque glass and features a snail. Produced in a limited edition of 3,000 pieces, this plate is packaged in a special presentation box

4



4 The 1979 Rosenthal Year Plate in porcelain is also presentation boxed. Designed by Arnold Leissler, it symbolises the life cycle of the land. It is issued in a limited edition of 3,000 and forms part of the Rosenthal 'Limited Art Edition' series

5

5 New from Knivman of Sweden comes this boxed Kitchen set, comprising brass hanging rail, French cook's knife, bread knife, spreader-cutter, angled spatula and paring knife. All have impregnated rosewood handles. Available in the UK from Shireclose



7/649 RE'S NOTHING FISH

THE SPORTING GOODS DEALER

SUPER JUNE
SHARP 1979
SWISS
SURGICAL P-106
STEEL
BLADE

CHOICE
OF TWO
PROFESSIONAL
SWISSFLEXES

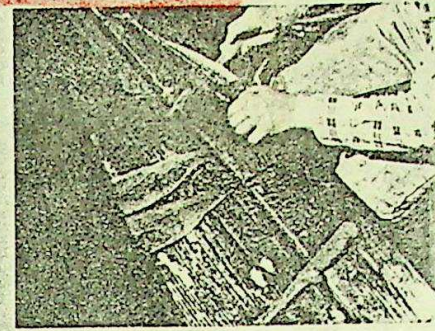
SUPER
SHARP
STAINLESS

FISH
SCALER

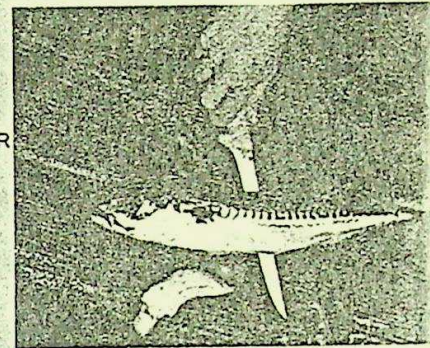
SAFETY
FINGER
GUARD

CHOICE
OF TWO
HANDLE
SIZES &
COLORS

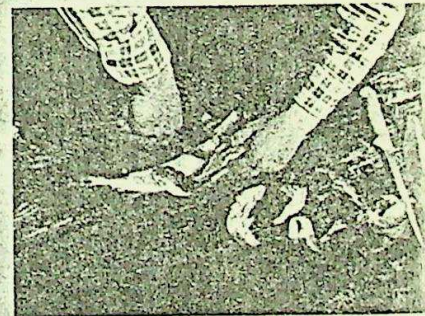
SLIP-PROOF
NYLON
HANDLE
MOLDED
TO BLADE
COMPLETE
WITH
SHEATH



Using your Swissflex fillet knife, your cut is behind the gills. Slide downward to bone, turn and continue cutting all the way to the tail. This will separate the fillet from the bones.



Next eliminate the rib portion without wasting meat. Insert the blade, placing it to the rib bone. After this section has been cut away, remove the fillet's skin by inserting the knife at about 1/2" from the tail and pulling the skin away from the meat.



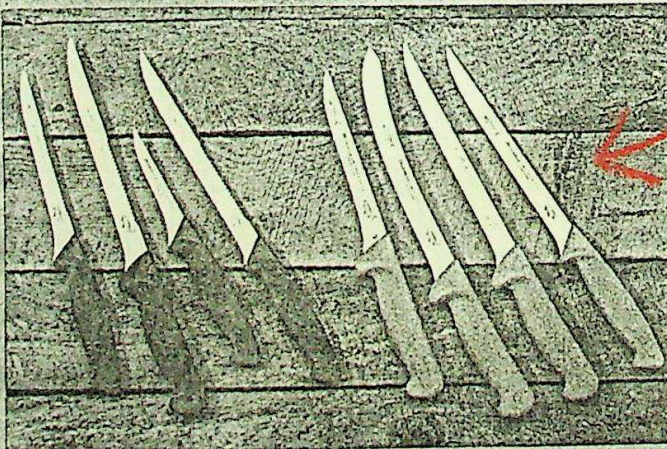
After you have sliced the fillet from the tail, turn the fish over and repeat the procedure to the other side.

When you have both fillets removed, you are ready to complete the cleaning.

Style No.	Length	Flex	Handle Size	Color
12301	4"	Very	Small	Red
12302	6"	Very	Small	Red
12303	8"	Very	Small	Red
12304	8"	Very	Large	Red
12305	6"	Semi	Large	Yellow
12306	8"	Very	Large	Yellow
12307	8"	Semi	Large	Yellow
12308	8"	Very	Small	Yellow

Since the turn of the century, Wenger of Switzerland has been making Original Swiss Army Knives and fine professional cutlery for the world's commercial trades. Now Precise/Wenger offers a complete "personal selection" of professional fillet knives for America's fishermen. Eight models offer a combination and variety of features that enable the sportsman to select a Swissflex blade that fits his sport and his hand.

Blades are of the finest quality stainless, precision hardened in different flexes. Handles of specially compounded, non-slip textured Swiss nylon are directly injected to the blades. Hand-shaped handles come in two sizes with integral safety guards. Available in Swiss Army Knife red or international blaze orange. Blade lengths of 4", 6" and 8". Complete with sheath.



D7/649

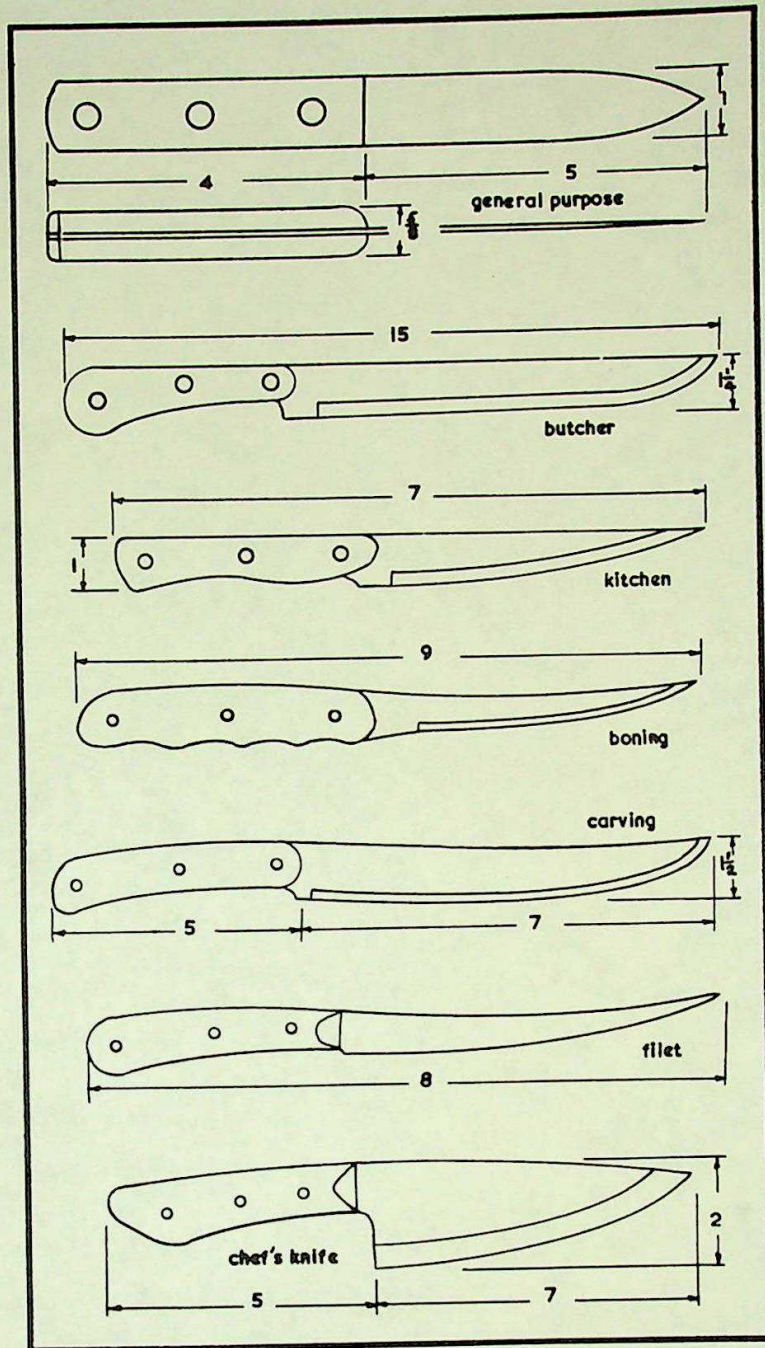


Fig. 6-1. Some types of full-tang knives without bolsters or guards.

90

How to make your
own knives, etc.

May 1979 First Printing
by Percy W. Blandford
Tab Books TS
380
B58

elofhans

PAT. & T.M. OFFICE

DEC. 4, 1978

**PRETTY
DISPLAY
PIECE**

No just another

D 7/649 SEC. #2
P.1 H.F.D.

Let **elofhans** solve
your cutlery storage
problems and increase
sales with this
attractive wood grain
and acrylic
display unit.

See us at Booth 1364-66
Atlantic City China
and Glass Show for
full details.



519 Westport Ave., Norw...

The 1st. Show, Jan. 2 through Jan. 12, including Saturday, Jan. 6. If you need a reason for coming to New York during the winter wonderland holiday season, when the Big Apple is at its most enchanting, we've got it for you. It's worth several days in New York to get a jump on the market by taking in the 1st. Show at 225 before going on to Atlantic City. All the season's new 225 lines will be shown, and the management of 225 will knock themselves out to make you welcome. Including free lunches and other special events. See you at 225 first.

AND 225 HAS IT!

HFD-Retailing Home Furnishings

Dec. 4, 1978

Section
#2

P. 1

TABLETOP and gift departments are getting more space and are displaying merchandise with more flair than ever before.

A department may feature a formal, almost stylized presentation — perhaps an array of dinnerware with a vase of pheasant feathers as a backdrop. Or the appeal may be whimsical — a life-size clown mannequin as a major prop.

In short, retailers are putting more pizzazz into their tabletop merchandising. Merchandise selections, too, are covering a wider range — from tradi-

tional all the way to Elvis Presley pillow dolls.

Meanwhile, open stock is getting more emphasis, thus encouraging the customer to mix and match patterns for the table.

In this section, examples of ideas in display and merchandising are drawn from two new tabletop-gift departments: one at the new Jordan Marsh store in Broward Mall in Fort Lauderdale, Fla., and the other at the recently refurbished Gimbels store in Roosevelt Field shopping center in Garden City, N.Y.

NTASY

e,
ne Eye

D7/ 649

on the worlds
most wanted
Fashion Flatware.

Sale Prices of 20% Off are Reflected Below.

	APERTO	BAMBOO	GOURMET	ULTRA	OPUS	BEACHTREE	Quantity	Total
5 pc. Place	12.00	14.00	18.00	14.00	12.00	9.60		
5 pc. Hostess	20.00	20.00	—	20.00	20.00	—		
4 pc. Hostess	—	—	—	—	—	16.00		
Ice Teaspoons	2.80	3.20	—	3.20	2.80	—		
Demi Tasse (set/6)	10.00	10.00	—	—	10.00	—		
Steak Knives (set/6)	24.00	24.00	32.00	—	—	9.60		
Serving Spoon	6.00	6.00	8.00	6.00	8.00	—		
2 pc. Salad	—	10.00	14.00	—	—	9.60		

Please circle pattern desired.

MERCHANDISE
TOTAL

NAME Ree'd. 6-17-78

ADDRESS _____

CITY _____ ST _____ ZIP _____

☐ Charge

☐ Check or M.O.

☐ C.O.D.

Charge Account No. _____

Please add \$1.50 for deliveries under \$10. Add \$1.75 for deliveries outside of Maryland, Virginia, D.C. or Delaware. C.O.D. fee \$1.50 (no C.O.D.'s under \$10 or outside of Md., Va., D.C. or Delaware). Add 5% sales tax if you live in Maryland, D.C. or Virginia.

TO ORDER BY PHONE DIAL 737-7500

Outside Washington Area Dial 800-424-9205 Toll Free

TO ORDER BY MAIL SEND COUPON TO:

the Hecht co

P.O. Box 50130, F Street Station
Washington, D.C. 20004
Silverware

The image displays five butter knives from the Supreme Cutlery 18/8 Designer Collection, arranged vertically in a dark, textured display case. Each knife has a unique handle design: the first has a light wood grain with two silver rivets; the second is a solid, polished metal handle; the third is a minimalist silver handle with a central rectangular cutout; the fourth is a dark handle with two silver rivets and a silver bolster; the fifth is a highly decorative, multi-banded silver handle. The blades are all made of polished 18/8 stainless steel. Below the knives, a long, thin butter knife is partially visible.

Beachtree

Opus

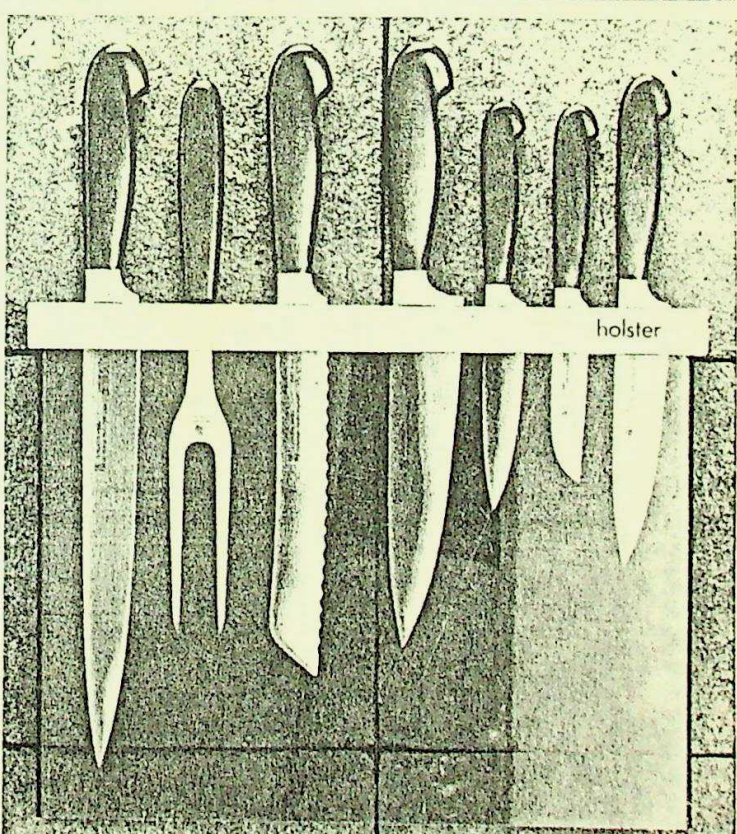
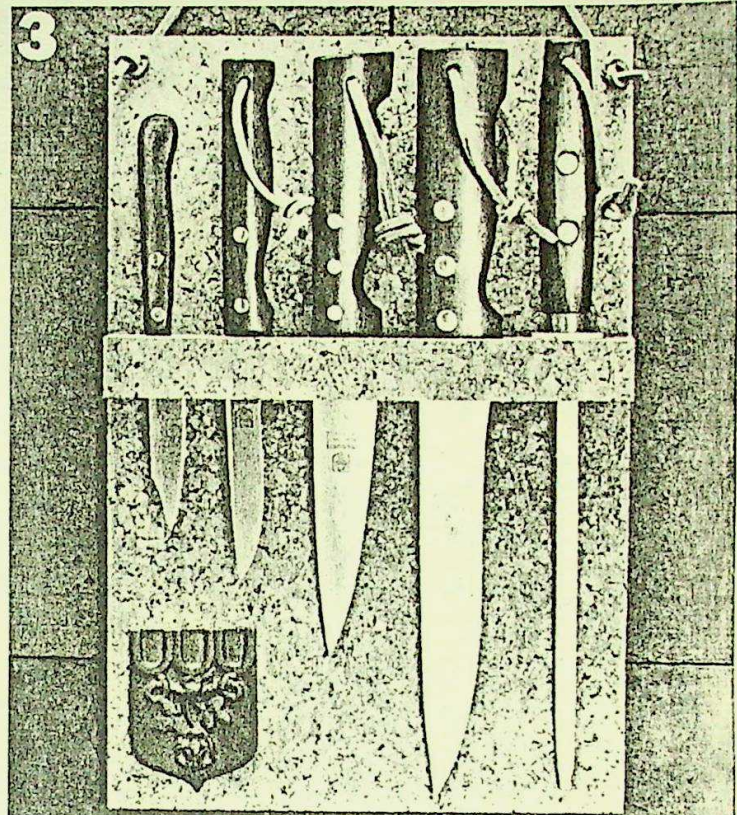
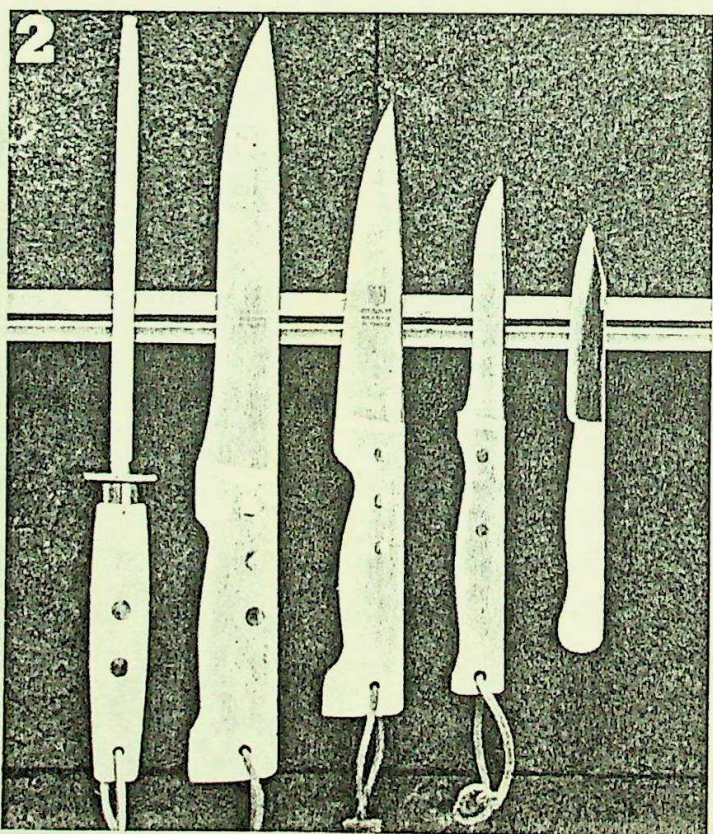
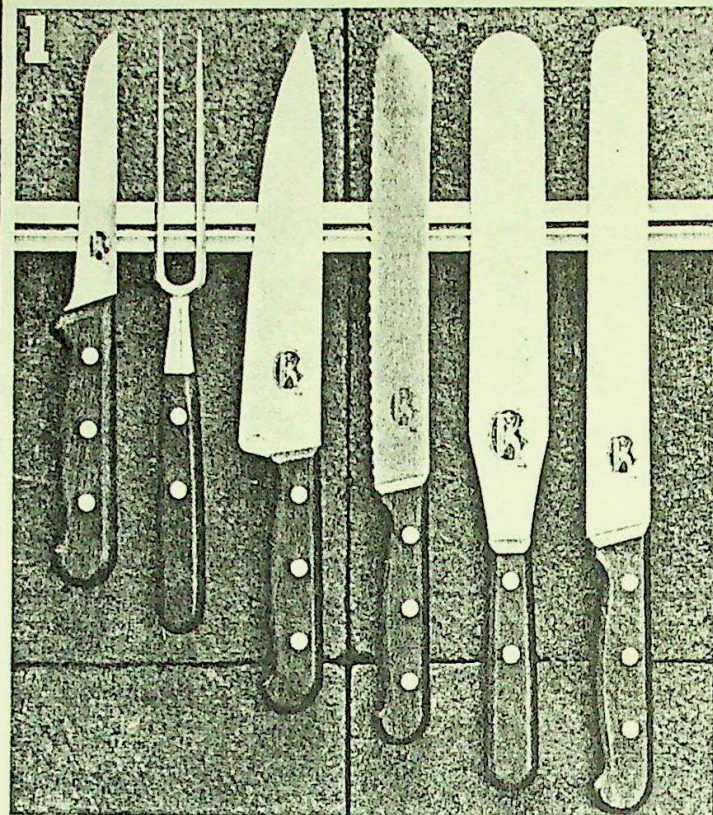
Aperto

Gourmet

Bamboo

Ultra

**Annual 20% off Sale
on the Superbly Fashionable
18/8 Designer Collection
by Supreme Cutlery.**

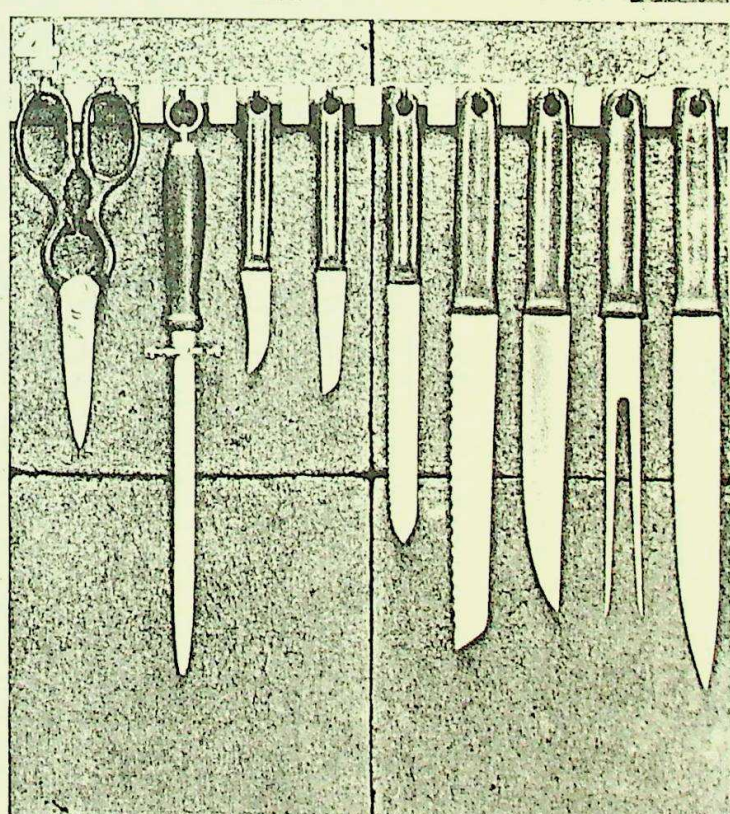
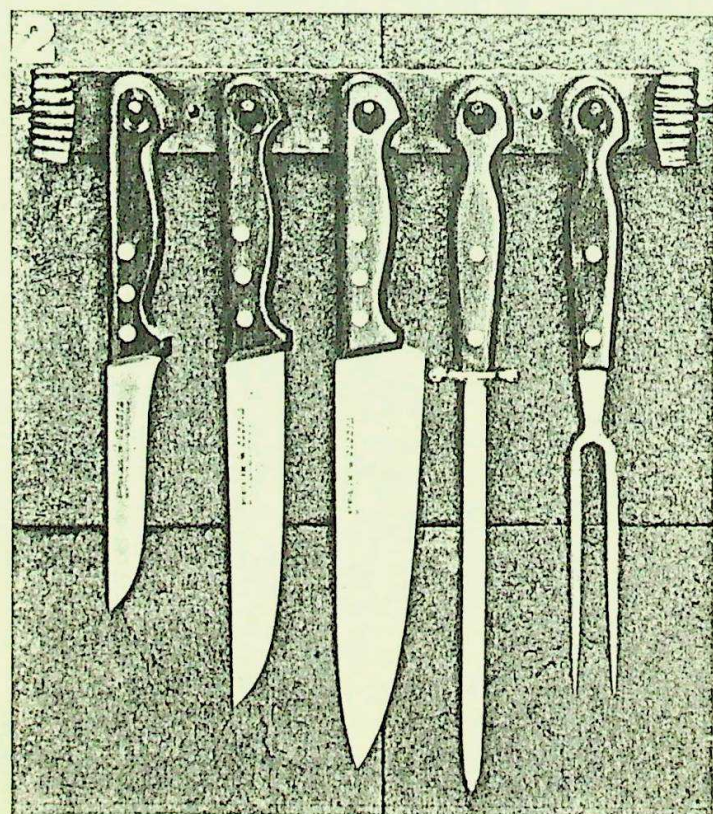
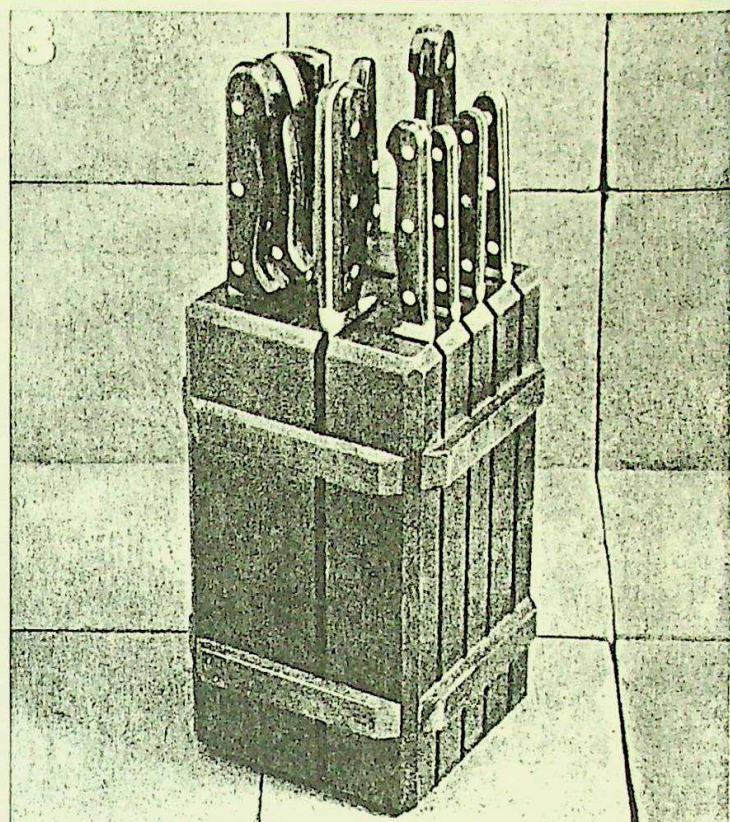
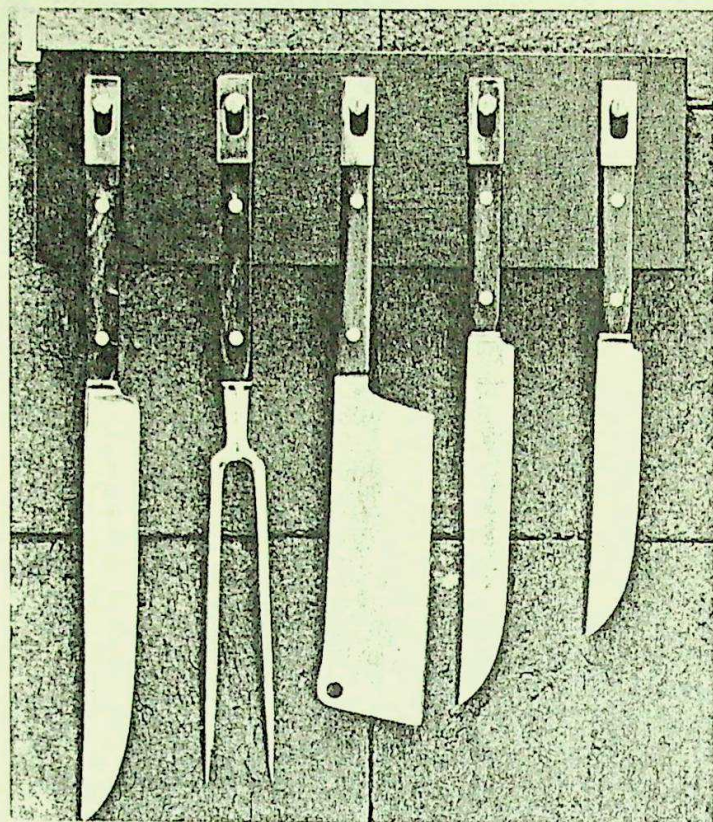


1 Palisanderholzgriffe machen diese Garnitur kostbar: fünf Messer und eine Bratengabel, aufgehängt an einer Magnetleiste. Dieser Set mit (von links) Ausbeinmesser, Bratengabel, Koch-, Brotmesser, Palette und Schinkenmesser kostet ca. 105 Mark (Pütt un Pann). Dazu passen Küchenmesser, Wetzstahl

2 Aus Frankreich kommt dieses Küchen-set: Wetzstahl sowie Messer mit Klingen aus rostfreiem Stahl, Griffe in Buchenholz natur mit Lederschlaufen. Alles hängt wohlgeordnet an einer Magnetteiste, es ist die gleiche wie auf Foto 1; sie kostet ca. 25 Mark. Messer: ca. 100 Mark (beides von Cousances)

3 »Panoplie du Chef«, zu deutsch »Werkzeug für den Küchenchef«: Die Messer-Serie vom Foto 2 auf einer hellen Korkplatte. Die Griffe haben allerdings ihr Aussehen verändert: Hier ist das Buchenholz schwarz gebeizt. Platte auch in dunklem Kork. Zusammen ca. 155 Mark (Cousances)

4 Scharfes, gut geschützt: eine Messergarnitur mit schwarzen Kunststoffgriffen. Sie kostet ca. 180 Mark (WMF). Da es für diese Serie noch keine Aufhängevorrichtung gibt, muß man den Messerhalter extra kaufen. Er ist aus Holz, die Schneiden stecken hinter Plexiglas. Ca. 30 Mark (Pütt un Pann)



1 Ein Küchenset, für den Profi wie den Hobbykoch gleich gut geeignet: Tranchiermesser und -gabel, Küchenbeil, Brot- und Gemüsemesser (von links) am Aufhängebrett. Die Griffe und das Brett sind aus Kunststoff. Den Set gibt es auch mit Griffen und Brett aus Lärchen-

2 In rustikalem Stil: Garnitur von Messern, Wetzstahl und Fleischgabel, übersichtlich aufgehängt an einer Leiste aus Eisen. Die Griffe sind aus Buchenschichtholz, die Klingen aus rostfreiem Edelstahl. Die Serie läßt sich beliebig ergänzen. So wie wir sie zeigen ko-

3 Formschönes »Versteck« für alles Scharfe: Messerblock aus Erlenholz, walnußbraun gebeizt. Er hat zehn Einschnitte für acht Messer, ein Hackbeil und einen Wetzstahl. Preis: 75 Mark (Dreizack). Wir haben das Beil und die vier Messer von Seite 22 hier unten

4 Für jeden Zweck die richtige Schneide: Messerset mit Gabel, Wetzstahl und Schere. Die Griffe sind aus Kunststoff in den Farben Rot, Orange oder Schwarz zu haben. Variabel ist der Halter: eine Aluminiumleiste mit Kunststoffhaken, die

By Dorothy Weaver

Oracle Enterprises' boxed all-glycerine soap from Spain; Cosmepak 3—tortoise and clear Lucite cosmetic accessories; Distinctive Distributors' loofahs; and Cherchez's potpourri sachet fragrances are new inclusions in the Spicer Sales space, 221 World Trade Center.

Cliff Dweller Sales, 251 WTC, has been appointed representative for Nora Fenton's decorative accents from around the world. Other attractions include Emery handwoven wool wallhanging and matching pillow editions from Bogata; Polish-originated Cepelia rugs and tapestries, sold from the floor; and Peruvian sheep-wool tapestries and rugs, dry-cleaned and moth-proofed before shipment to the States.

The Jack Koerner Co., space 1303 DTM, has been enlarged by 750 sq. ft. to better display represented lines. Ridgeway Clock's wall and mantel additions, and Trade Winds East, a new wicker furniture and accessory line, furnish variety.

A 26 × 27-in. shepherd dog at \$37.50 cost and a 22 × 13-in. garlanded cherub planter at \$20 cost are new infrangible items in the Universal Statuary line at Jackson's of Sweetwater, 1044 DTM. Connie Dickson is showroom manager.

Trans World Agency's chess boards from Italy and Spain to wholesale alone from \$7.50 to \$40 each, with the chessmen from South America, the Philippines and Italy, are exhibited at R. Dale Jackson & Assoc., 1446 DTM. Company states if piece is lost after purchase, it will be replaced for customer. Also introduced is Korean brass from Savannah Brass Co. in a variety of designs.

Furniture Classics' fine English furniture reproductions, English antiques, Italian hand-carved wood accessories, semi-precious stone-adorned boxes, cigarette lighters and picture frames are eminent in a remodeled and redecorated fresh green decor at Leland Ingram, 1800 Dallas Trade Mart.

The Osbournes, 2446 DTM, is now exhibiting all the Longchamps dinnerware patterns available from Jacques Juguet.

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Knives are forged to 55° Rockwell hardness in molybdenum-vanadium stainless and will retain their perfect sharpness. Handles are molded for perfect grip.

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D7/649

DT 2637172
FFF 1978

HAPP/ ★

P62

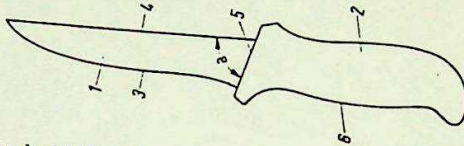
B7429A/09 ★DT 2637-172

Knife with rigid handle and curved edge - has handle connected at angle to blade to ensure firm hold

HAPPE OH 18.08.76-DT-637172
(23.02.78) B26b-03

The knife blade is connected to a rigid handle. The top edge of the blade is approx. straight and the cutting edge is outwardly curved. This knife is used esp. in butcher's shops and abbatoirs. This knife is designed to ensure that it is held firmly in the hand while used with the cutting edge directed both towards and away from the user.

The upper boundary line (5) of the handle (2) forms an angle with the blade top edge in the direction of the cutting edge (1) an angle of which is smaller than 90. The handle (2) has a conventional depression. 18.8.76. as 637172 (6pp244).



2637172

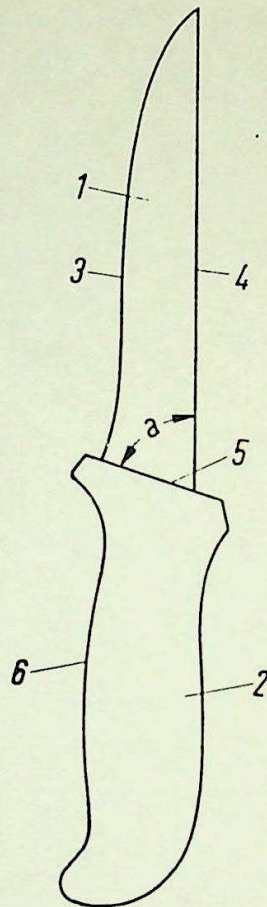


FIG. 1

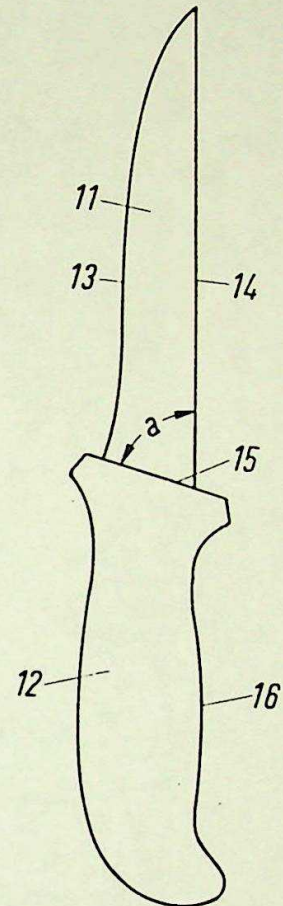


FIG. 2

809808/0241

⑤

Int. Cl. 2:

B 26 B 3/00

①9 BUNDESREPUBLIK DEUTSCHLAND

DEUTSCHES



PATENTAMT

WEST GERMANY
GROUP... 323
CLASS... 3.0...
RECORDED

DE 26 37 172 A 1

⑪

Offenlegungsschrift 26 37 172

⑫

Aktenzeichen: P 26 37 172.2

⑬

Anmeldetag: 18. 8. 76

⑭

Offenlegungstag: 23. 2. 78

⑮

Unionspriorität:

⑯ ⑰ ⑱

⑥4

Bezeichnung: Mit einem starren Griff versehenes Messer

⑦1

Anmelder: Happe, Otto Hans, 5000 Köln

⑦2

Erfinder: gleich Anmelder

DE 26 37 172 A 1

2637172

Mit einem starren Griff versehenes Messer

Die Erfindung betrifft ein mit einem starren Griff versehenes Messer, bei dessen Klinge der Messerrücken annähernd geradlinig und die Messerschneide nach außen gewölbt ausgebildet ist, insbesondere für die Verwendung in Metzgereien und auf Schlachthöfen.

Bei einem bekannten Messer der vorgenannten Art bildet die obere Begrenzungslinie des Griffes mit dem Messerrücken - zur Klinge hin gemessen - einen Winkel, der größer ist als 90° . Ferner weist bei dem bekannten Messer der Griff an seiner mit der Messerschneide gleichlaufenden Seite eine Ausnehmung auf, die den vier Fingern einer Hand, die den Griff umgreifen, angepaßt ist und die dadurch einen sicheren Halt des Messers bei seinem Gebrauch gewährleistet.

Der Erfindung liegt die Aufgabe zugrunde, das Messer der eingangs genannten Art so auszubilden, daß es auch dann sicher in der Hand liegt, wenn es so gehandhabt wird, daß die Messerschneide auf die das Messer benutzende Person zuweist. Eine derartige Handhabung ist bei Auslösemessern, sogenannten Polkern, üblich.

Die Lösung der gestellten Aufgabe besteht darin, daß die obere Begrenzungslinie des Griffes mit dem Messerrücken - zur Klinge hin gemessen - einen Winkel bildet, der kleiner ist als 90° .

809808/0241

Durch die erfindungsgemäße Ausbildung des Messers ist die bei der vorerwähnten Handhabung des Messers der Handfläche zugewandte Seite des Griffes breiter als die der Handfläche abgewandte Seite des Griffes, die von den vier Fingern der Hand umgriffen wird. Da die Handfläche breiter ist als die den Griff umgreifenden vier Finger der Hand, ist ein sicherer Halt des Messers in der Hand bei der vorerwähnten Handhabung des Messers gewährleistet. Aber auch bei anderer Handhabung des erfindungsgemäßen Messers, nämlich mit nach unten gerichteter Messerschneide, liegt der Griff des Messers sicher in der Hand.

Nach einem weiteren Merkmal der Erfindung weist der Griff auf seiner mit dem Messerrücken gleichliegenden Seite eine an sich bekannte Ausnehmung auf, und zwar eine Ausnehmung der eingangs genannten Art, die den vier Fingern einer Hand, die den Griff umgreifen angepaßt ist. Dadurch wird der Halt des Griffes in der Hand noch verbessert, wenn das Messer so gehandhabt wird, daß die Messerschneide auf die das Messer benutzende Person zuweist.

In der Zeichnung sind zwei Ausführungsbeispiele der Erfindung dargestellt.

Bei dem Ausführungsbeispiel gemäß Fig. 1 besteht das erfindungsgemäße Messer aus einer Klinge 1 und einem Griff 2. Die Klinge 1 des Messers weist einen annähernd geradlinig ausgebildeten Messerrücken 4 und eine nach außen gewölbte Messerschneide 3 auf. Der Messerrücken 4 bildet mit der oberen Begrenzungslinie 5 des Griffes 2 - zur Klinge 1 hin gemessen - einen Winkel α , der kleiner

809808/0241

ist als 90° . Auf der mit der Messerschneide 3 gleichliegenden Seite des Griffes 2 weist der Griff 2 eine Ausnehmung 6 auf, die den vier Fingern einer Hand, die den Griff 2 umgreifen, angepaßt ist.

In Fig. 2 ist ein Messer dargestellt, dessen Klinge 11 ebenfalls einen annähernd geradlinig ausgebildeten Messerrücken 14 und eine nach außen gewölbte Messerschneide 13 aufweist. Auch bei diesem Messer bildet der Messerrücken 14 mit der oberen Begrenzungslinie 15 des Griffes 12 - zur Klinge 11 hin gemessen - einen Winkel α , der kleiner ist als 90° . Der Griff 12 dieses Messers weist auch eine Ausnehmung 16 auf, die allerdings auf der mit dem Messerrücken 14 gleichliegenden Seite des Griffes 12 angeordnet ist.

Ansprüche:

Ansprüche:

2637172

1. Mit einem starren Griff versehenes Messer, bei dessen Klinge der Messerrücken annähernd geradlinig und die Messerschneide nach außen gewölbt ausgebildet ist, insbesondere für die Verwendung in Metzgereien und auf Schlachthöfen, dadurch gekennzeichnet, daß die obere Begrenzungslinie (5, 15) des Griffes (2, 12) mit dem Messerrücken (4, 14) - zur Klinge (1, 11) hin gemessen - einen Winkel (a) bildet, der kleiner ist als 90° .
2. Messer nach Anspruch 1, dadurch gekennzeichnet, daß der Griff (12) auf seiner mit dem Messerrücken (14) gleichliegenden Seite eine an sich bekannte Ausnehmung (16) aufweist.

JAN. 16, 1978

27/154
BASE
FLATWARE
BOX

RETAILING HOME
FURNISHINGS
JAN. 16, 1978
SEC. 3

PROFESSIONAL CHEF'S ROLL
Mighty Oak
by *Imperial* Inc.

P.18



Alexander estimates Modern sales of \$450 million for its fiscal year, which also ends on June 30, including showroom and catalog sales, up from \$334 million in the last fiscal year. She thinks earnings will range from \$1.85 to \$1.95 a share, against \$1.52. Pearlman is projecting Modern earnings of \$1.90 a share. Both Best and Modern planned to open six stores this fall.

Service Merchandise Co., Nashville, has been the most geographically concentrated of the three, operating all but one of its units within 700 miles of its headquarters un-

til this past spring, when it began to expand into the Northeast with stores opening in or planned for New York, Pennsylvania and Massachusetts.

Service is on a calendar fiscal year and reported sales of \$262 million on earnings of \$2.98 in 1976. For this year, Alexander estimates sales of \$363 million on earnings of \$2.03, while Pearlman estimates earnings from \$1.90 to \$2.00.

William Gill of White Weld & Co. is bullish on H.J. Wilson, based in Baton Rouge, La. Gill said that Wilson is strongest in the

Six month sales and earnings figures for the Catalog Showroom Industry

	Earnings			Sales		
	1977	1976	% Change	1977	1976	% Change
	(000 omitted)			(000 omitted)		
Best Products ¹	\$2,993	\$2,110	+41.8	\$142,064	\$106,989	+32.8
Modern Merchandising ²	2,028	1,577	+28.6	140,919	90,317	+56.0
Service Merchandise ³	2,172	1,365	+59.1	109,419	78,662	+39.1
H.J. Wilson & Co. ⁴	736	515	+42.9	105,755	35,383	+198.9
Totals	7,929	5,567	+42.4	\$498,157	\$311,351	+60.0

1. Fiscal year ends 6/25/77.

2. Fiscal year ends 7/2/77.

3. On a calendar fiscal year.

4. Fiscal year ends 6/30/77.

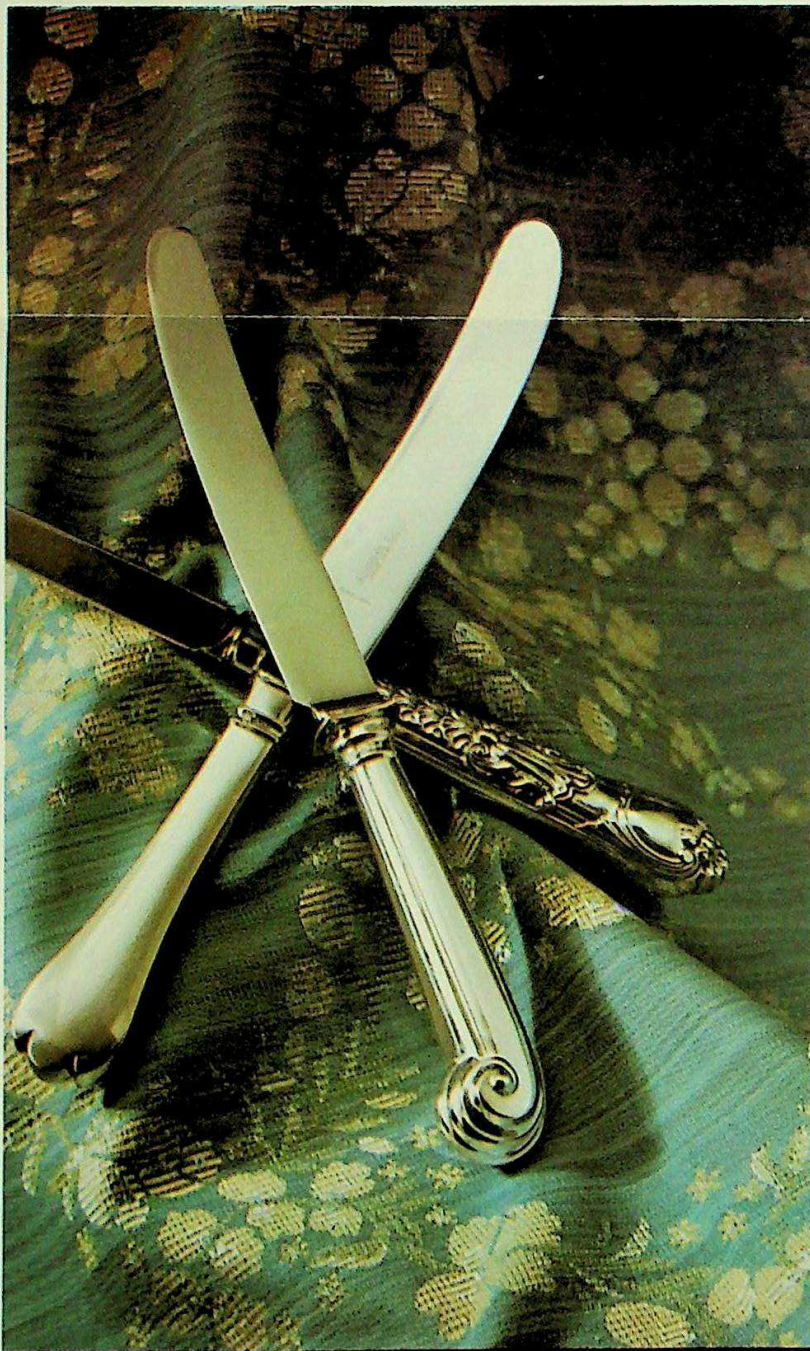
1976 figures are restated to reflect an FASB13 accounting change.

A rich and varied spread to satisfy the simplest to the most elaborate retailing needs. Oxford Hall sets a able to please your customers...to sell your customers...and to make your flatware department pay.

From close to 100 choices in the Oxford Hall stainless line...to the elegant, super quality of the Georgian House 18/8 collection...to the immensely successful melamine handle color line...to the brilliance of Georgian House English sterling silver, the accepted standard of excellence.

Oxford Hall makes a difference. A difference that's evident in the most promotional to the most prestigious...a difference in style, in price and in value. Join us, see for yourself. Space 5038 & 5039. You are expected.

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the bright and colorful melamine handle lines.

GEORGIAN HOUSE

ENGLISH STERLING SILVER
The accepted standard of excellence.

jewelry area and therefore can offer aggressive prices and a broader selection than area retailers.

"The major difference between H.J. Wilson and other major catalog showrooms is that Wilson has a higher proportion of sales in jewelry," said Gill. Wilson has 24 units and expects to open 10 stores in fiscal 1978.

Gill estimates sales of \$167 million for the current fiscal year which ends June 30, up from \$124 million in the last fiscal year. He thinks that earnings will come in at about \$2.45 per share, against \$2.10.

As a group, the top three catalog chains "have established a pricing advantage in the lines of merchandise they cover," said Aronowsky.

Mitchell's Alexander agreed that generally the top catalog-showroom houses are "up and coming" and "growing very fast." She said that there are several favorable trends which make the group interesting to Wall Street.

The large department store chains are de-emphasizing the low-margin hard goods lines, important to the catalog-showroom chains, while increasing the profitable high fashion soft goods volume, she said. Also, the catalogers' operating cost advantage takes the market edge away from the larger retail department stores, she said.

Presently, the maior

Handwritten note: Copy of P. 18, dated 1/15/78, from Cataloging Home Furnishings.

boundaries, especially in light of the relatively small share of the overall market that each company has."

Joining Frederick Atkins Inc., New York, as market representative for gifts and silver (home furnishings division) is Diana Siegel. Formerly with Gimbels Central Buying Office, Ms. Siegel succeeds Angela Sambus, who has taken a leave of absence.

Aries, a new boutique specializing in high-quality imported leather goods for men and women was recently opened at The Stanford Court Hotel, San Francisco. Featuring a variety of merchandise with a "special appeal

to discriminating Nob Hill visitors," Aries was decorated by Andrew Delfino, noted San Francisco designer, who was inspired by boutiques in Venice, Florence and Rome. The boutique is owned by John Parsons, president of Aries U.S.A.

In a realignment of home furnishings and smallwares merchandising responsibilities at May D & F, Denver, Colo., Marvin Brilliant, formerly with Ivey's, Charlotte, was named divisional merchandise manager of linens, domestics, bath shop, draperies, tabletop and gifts, and Pam

Young, former buyer of art needlework, fabrics and notions, has moved to the gift area.

Robert J. Dayton, a former vice-president and general merchandise manager for Dayton's, has acquired Harold's, a better women's specialty store in Minneapolis, Minn. Mr. Dayton plans to broaden the merchandise carried to include gifts and decorative home furnishings.

The Quogue Emporium, Westhampton Beach, New York, held a summer-long Youth Arts & Crafts Show that featured contestants' works on display at the Emporium's Patio Courtyard window. Meanwhile, a panel of judges cast their votes. The works were then offered for sale at prices determined by the contestants, who retained all proceeds. The show is held each year to encourage local youths interested in arts and crafts to earn recognition on their own.

New stationery buyer at Wm. H. Block, Indianapolis, is Kristina Schmidt, who relinquishes her post as buyer of art needlework.

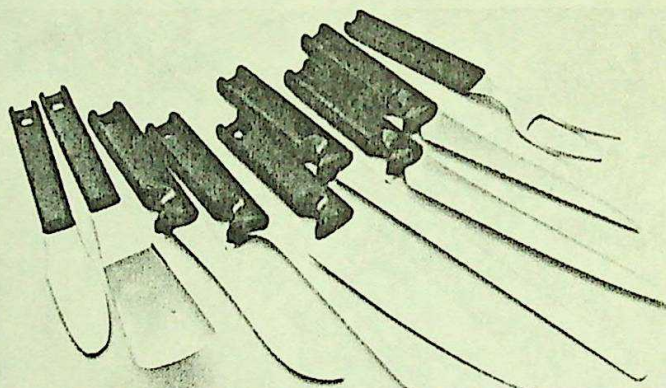
Joining Liberty House Mainland, Oakland, Calif., as divisional merchandise manager of silver, gifts, china, glass, housewares and small appliances is James Jacquemotte, who previously held a merchandising post at Higbee's in Cleveland.

Valerie Belch has been promoted to divisional merchandise manager of gifts and accessories at Joseph Maginn, San Francisco. Succeeding her as buyer of fine jewelry is Rebecca Singer. (To page 42)



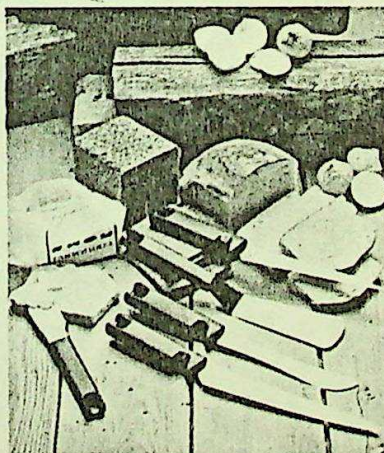
Brooks Robinson admirers recently lined up for autographs and to talk baseball with the Baltimore Orioles' third baseman at the Fifth Avenue Card Shop in the New London Mall, New London, Conn. The event was just one of many in-store appearances Mr. Robinson has made for the Avalon Hill Game Co., Baltimore. The promotion will be extended into the fall.

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p. 40 we offer **Knivman**[®]
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D7/649

RETAILING
HOME FURNISHINGS

MAY 2, 1977

SEC. 1

P. 46

Kansas City, Missouri 64129

Fisherman's Wharf.

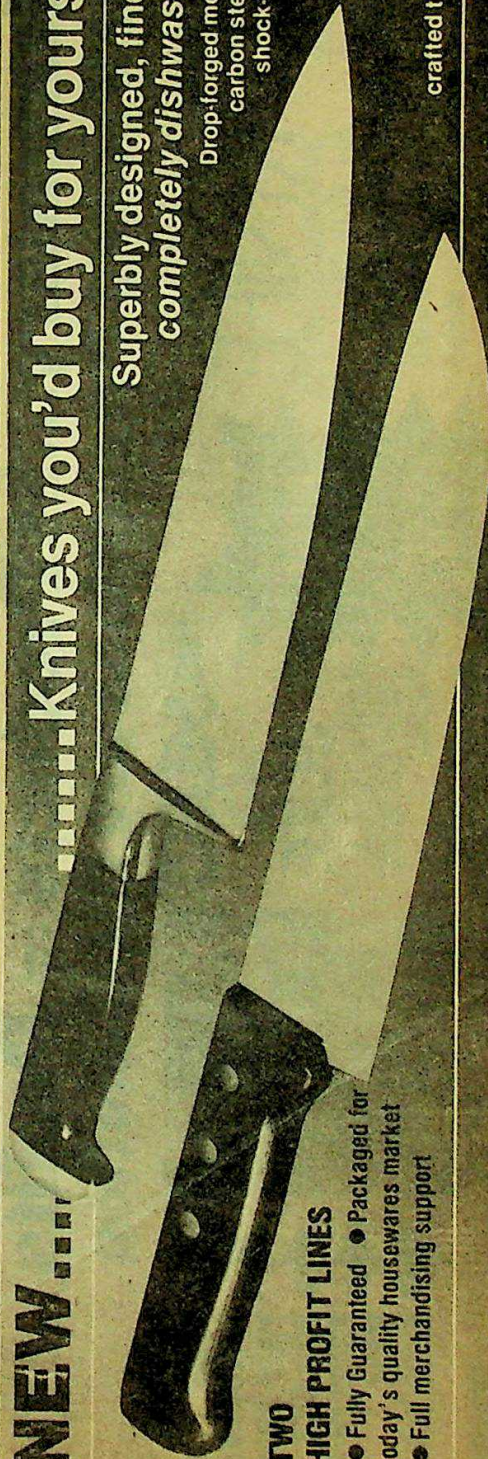
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.....Knives you'd buy for yourself

Superbly designed, finely balanced
completely dishwasher safe...

Drop-forged molybdenum-vanadium high
carbon steel tempered by a sub-zero
shock-quench process holds the
keenest edge the cutler's
craft can hone.

Chromovanadium cutting
steel by Sandvik of
Sweden. Precision hand-
crafted to impart unique elegance.



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D7/649

APR. 18, 1977

RETAILING HOME
FURNISHINGS p. 42

retailing home furnishings, April 18, 1977

NEW YORK — Chase Bank has paid \$500 in consideration into an agreement entered into an agreement of continuance with the state General's office as a resident Corning products provider to customers.

According to Attorney Louis J. Lefkowitz, the bank failed to disclose in a number of advertisements that money left on deposit for 14 months that merchandise offered additional deposits had

Consen
By Cha

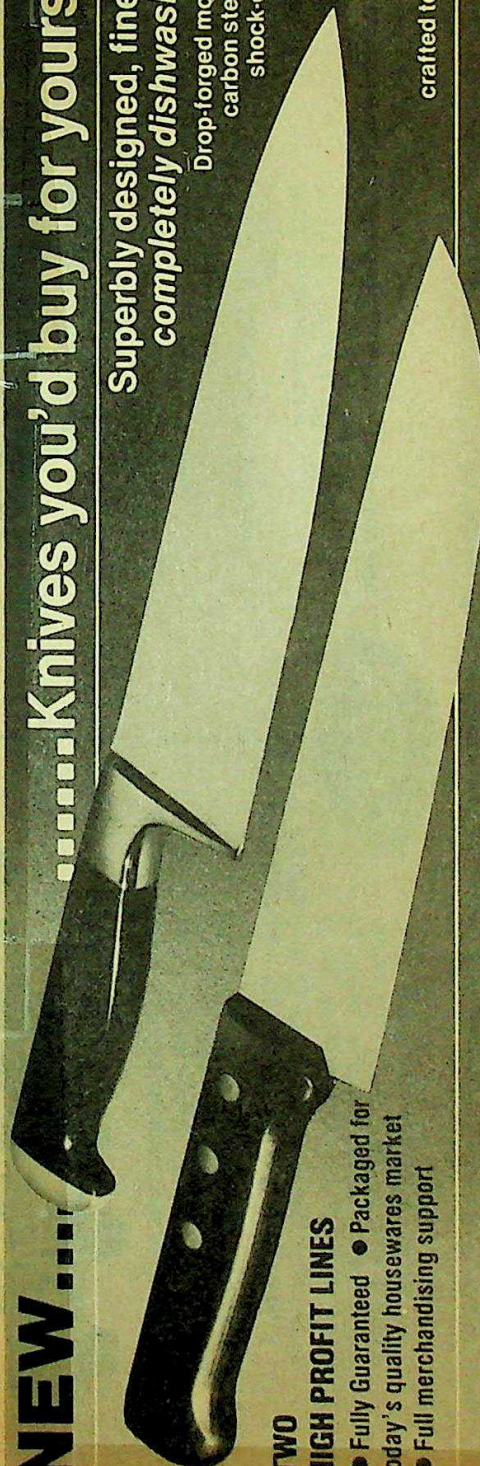
42

housewares

NEW

.....Knives you'd buy for yourself

Superbly designed, finely balanced
completely dishwasher safe...



**TWO
HIGH PROFIT LINES**

- Fully Guaranteed
- Packaged for today's quality housewares market
- Full merchandising support

Drop-forged molybdenum-vanadium high carbon steel tempered by a sub-zero shock-quench process holds the keenest edge the cutler's craft can hone.

Chromevanadium cutting steel by Sandvik of Sweden. Precision hand-crafted to impart unique elegance.

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D7-649

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The Chuckwagon—home 40 miles from nowhere. It meant dry clothes, a full pot of black coffee, and a good meal at the end of a workin' day. And when you were surrounded by a thousand head of cattle, it stood to reason that the meal was going to be beef. So any cook worth his salt always carried good carving gear.

The Chuckwagon Carving Set from Marlboro.

First of all, there's a hardwood chopping block, an inch and a quarter thick, to take a lifetime of cutting. With it you get a carving knife and fork, and a cleaver. Plus a butcher's knife, honing knife, utility knife, and even a paring knife.

All have big hardwood handles and carbon steel blades that'll take an edge as sharp as a cook's temper.

Just \$24.00 plus two end labels from any pack or box of Marlboro.

Come to where the flavor is.
Come to Marlboro Country.



The Marlboro Chuckwagon Carving Set
P.O. Box 4440, Westbury, New York 11592

Please send me () Carving Set(s) at \$24.00 each. Enclosed are two end labels from any pack or box of Marlboro, and a check or money order (no cash please) payable to Marlboro Chuckwagon Carving Set.

BETTER HOMES & GARDENS
Name APRIL, 1977 P. 63
Address

City State Zip (necessary)

Offer available only to persons over 21 years of age. Offer good in U.S.A. only, except where prohibited, licensed or taxed. Offer good until September 30, 1977, or while supply lasts. Please allow 6 to 8 weeks for delivery.

BHG

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Our aim is to make sure you're completely satisfied with your order—and that you get it on time. But sometimes things go wrong. If they do, be sure to let us know. Write: Marlboro Chuckwagon Carving Set, 100 Park Ave., New York, N.Y. 10017

18 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Dec '76

Warning: The Surgeon General Has Determined
that Cigarette Smoking Is Dangerous to Your Health.

HANDY IDEAS FROM BIG RED

T.M.
A handy man to have around the house.

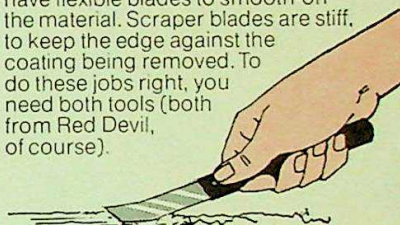


More home fix-up tips from the pro.

Fill the tub before you caulk. (Get in if you can, too.) Then, when the tub is empty, it'll rise slightly and squeeze the caulk. Even a good flexible caulk (like Red Devil's) will serve you longer when the filled weight is not stretching it between the tub and wall.



A putty knife is not a scraper. And vice versa. Putty knives (for spackling walls and putting windows) have flexible blades to smooth-on the material. Scraper blades are stiff, to keep the edge against the coating being removed. To do these jobs right, you need both tools (both from Red Devil, of course).



Give your new bathroom or mosaics a decorator look. Add a touch of color to the grout before you put it between the tiles. Just mix acrylic paint tint (from wherever you buy paint) with Red Devil Instant Tile Grout and see the exciting effect it creates.



You don't cut glass with a glass cutter. You score it to release surface tension. So don't press too hard or go over it a second time. Hold your Red Devil cutter between the index and middle fingers as shown, (a drop of oil on the cutter helps, too). Then, you've got the score.



A razor scraper is only as good as its edge. When it's dull, it won't work. And metal fatigue can make it snap, a dangerous situation at best. Red Devil's new molded-handle razor scraper has a handy compartment for spare blades so you always have a replacement ready.



Stud finders are un-hole-y. When hanging pictures on a freshly painted or papered wall, don't fill it with holes before you find the wood behind it. Use a Red Devil Stud Finder. It points out where nails are—and where there are nails, there are studs.



Red Devil has hundreds of things to make your home fix-up easier. Look for them wherever you shop for home-care products. And for best results, always follow directions on the package.

Red Devil

UNION, N.J. 07083



GARDENS

GARDEN TOOL SHAPE-UP

Right now, before you're faced with the big spring jobs, is the time to ready tools for the work ahead. Start with those rusty, dirt-caked tools. They can really slow down your garden work because damp soil will stick to the pitted metal making the tool heavier and harder to use. When well cared for, the metal slips easily in and out of the soil with minimum effort.

The best way to clear away the rust, dirt, or even dried-on concrete is with a wire-brush wheel that fits in your portable electric drill. It quickly cuts down to the metal and even gets down into the crevices. Be sure to clamp the tool securely in vise and wear safety goggles or face shield for protection.

If the tool is extremely rusty, coat the metal thoroughly with a rust remover the night before. By the next day, the rust will be well loosened so you can brush it away easily. The trick works on even the most heavily rusted metal. You may have to repeat the operation on deep rust.

Have a wood-handled wire brush near your tool storage area and give each tool a quick brushing after each use. This takes just a few seconds and it keeps your tools in top shape and ready for use. Every month, so during the summer, wipe your tools (the handle, too) with linseed oil. It's most important to oil-trust tools prior to winter storage.

Keep your tools sharp by filing the cutting edges once or twice each season. Have them just sharp enough to do the jobs they were designed for. A hoe or spade need be knife-sharp. In fact, your tools could be dangerous if kept too sharp. A hand file is adequate for most tool sharpening.

To avoid getting splinters in your hands, sand rough areas as they appear on the handles. After each sanding, rub linseed oil over the treated area. Replace badly cracked or broken handles. ■

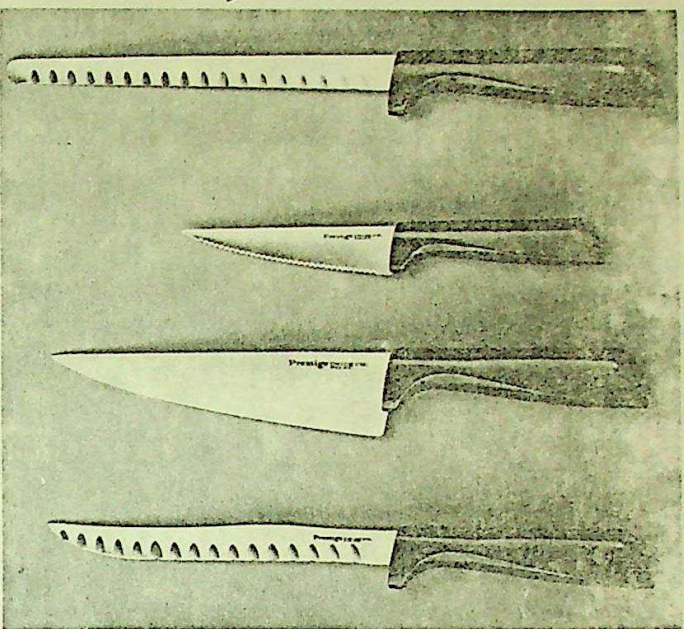
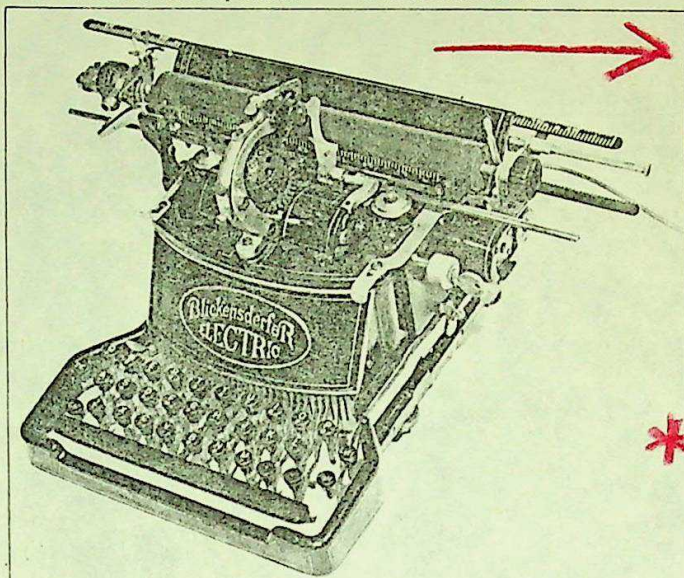
D7/649

P.25
DESIGN JULY, 1976

RARE TYPE

Incredibly, the first commercially produced electric typewriter was available in 1902. The original model, the Blickensderfer (below), is one of a small selection of rare typewriters that went on display recently at the Science Museum. This machine is the only known

surviving example of its kind; it was fully electric, with a single element similar in operation to the golfball machines of today. For those who missed the London exhibition, this and other unusual machines can be seen at the British Typewriter Museum, 137 Stewart Road, Bournemouth.



KAREN CRAIGDOCK

JET SET

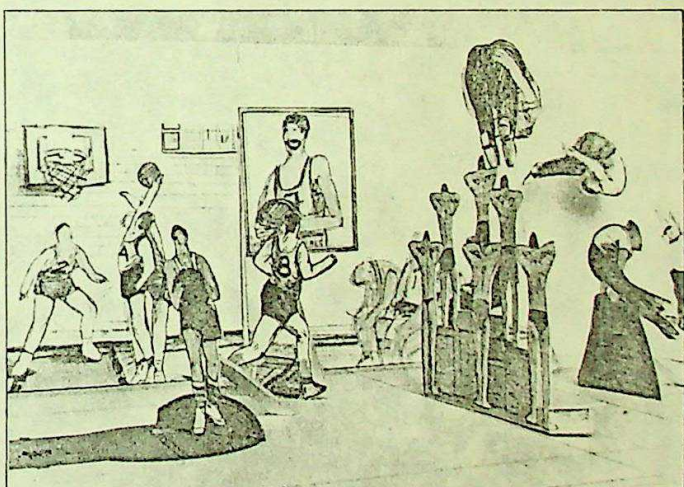
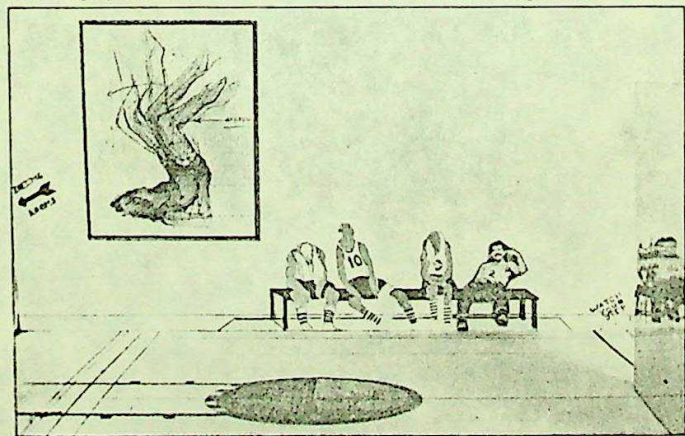
The black handles of Prestige's new range of kitchen knives were designed to keep fingers clear of the blade and to prevent the hand from slipping, even when the handle is greasy or wet. The

knives stand up to detergent and dishwashers and are guaranteed for 10 years. The three shown here are a paring knife, a utility knife and a French cook's knife. Prices start from about £1.99 for the paring knife.

MORE SIGNS OF THE TIMES

The sudden demise of the Kinsman Morrison Gallery has left Canadian-born illustrator Donna Brown stranded with the makings of an entertaining exhibition. She had spent recent months preparing two dimensional models to make a life-size physical culture show

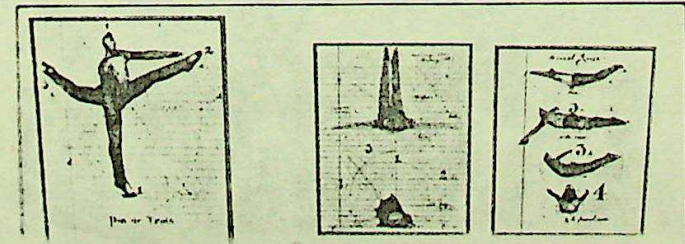
timed to celebrate the Olympics. The gallery would have turned temporarily into a gymnasium, with changing rooms and Brown's leaping, vaulting and somersaulting figures. Instead, it has been preoccupied with a closing down sale while Donna Brown looks for another sponsor.



WALLPOWER

The 'Powerwasher' tungsten halogen lamp, designed by Robert Heritage and put on the market last month by Concord Lighting, is the first wallwasher that can be plugged into all Lytespan tracks. When placed on the ceiling 1m

from the wall and turned to its vertical and 'wallwashing' position, there is a clear cut-off at the ceiling line. In aluminium and steel, it is finished in black or brown. The model shown here is for Lytespan 7 track, and costs approximately £15 (retail).



D7/649

GOOD P. 112
HOUSEKEEPING

APRIL, 1976

GOOD
HOUSEKEEPING
APRIL, 1976
P. 112

Glazed Pork Loin

has fewer calories now because over the past ten years pork has been bred leaner, takes less time to cook. Ours was roasted in a microwave oven in less than 30 minutes. (We give conventional oven directions, too.)

D7-649

3/17/76

#419080

JAPAN

日本国特許庁

昭和51.3.17 発行

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意匠権者(創作者)

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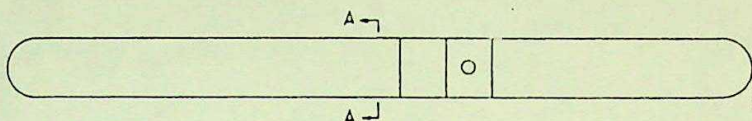
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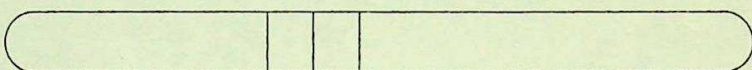
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MARCH 17, 1976

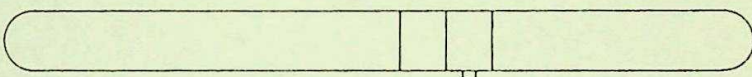
正面図



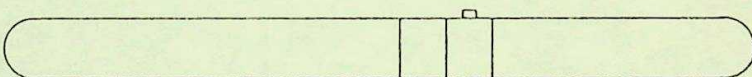
背面図



平面図



底面図



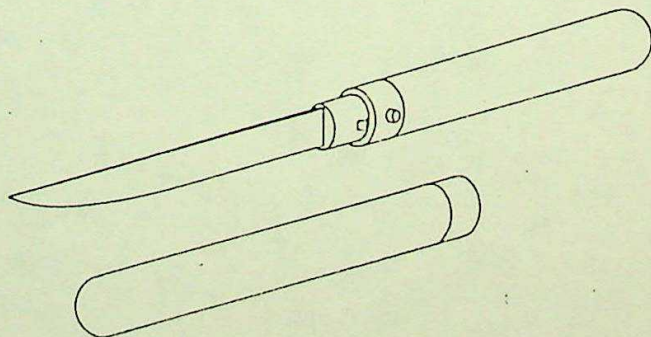
右側面図

左側面図

A-A線断面図



鞘を外した状態を示す斜視図



DESIGNED WITH TODAY'S WOMEN IN MIND
THE CONTEMPORARY COLLECTION BY IMPERIAL



D7/1649

D 7/649

Nov., 1974



P. 133

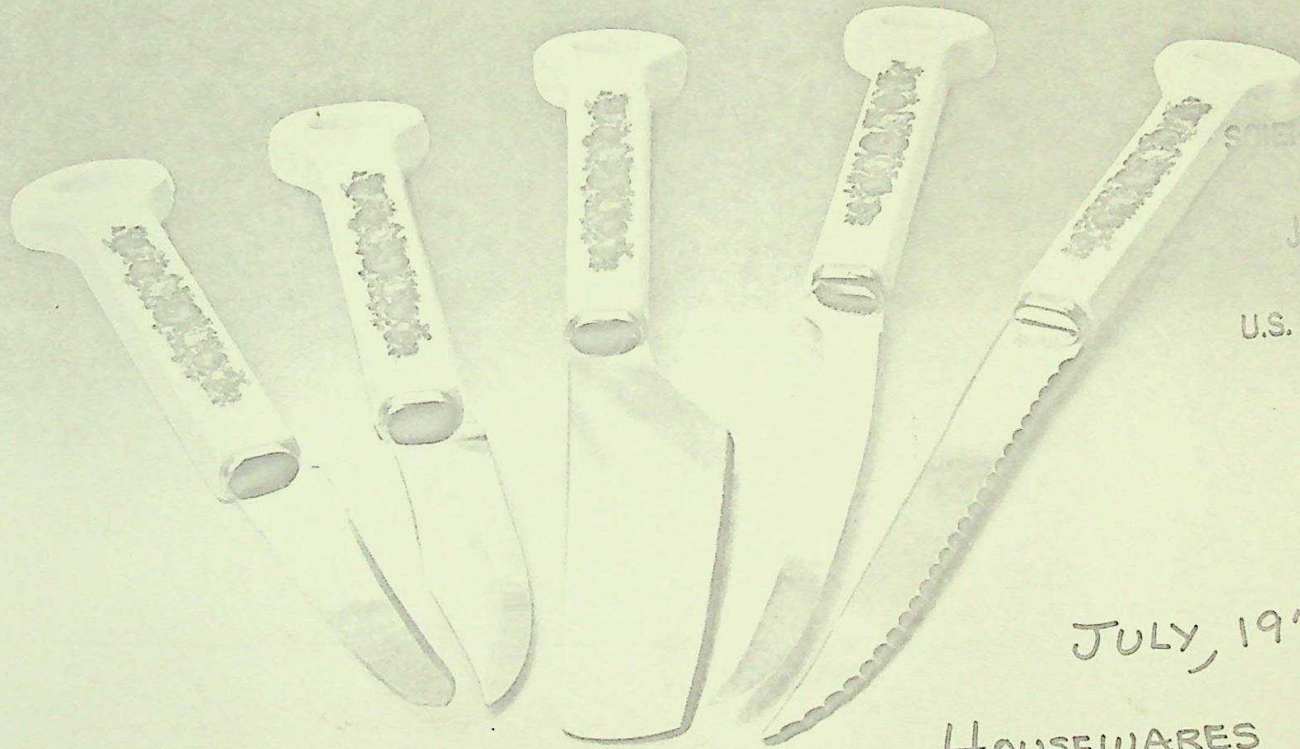
NOV. 1974

GOOD HOUSEKEEPING

(TOP OF PAGE) ↑

La Gadgeterie by Imperial

Our handy Kitchen Helpers take on the great new look



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JULY, 1974

HOUSEWARES

P. 5

107/649

JULY, 1974

HOUSEWARES

P. 5

(BOTTOM OF
PAGE)



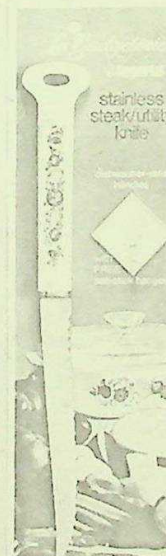
New look! New packaging! New sales! Imperial's best-selling, super sharp kitchen knives join our now famous La Coutellerie™ knife set with *the* kitchen-fashion look of the year. These indispensable Kitchen Helpers are big impulse items.

And more than ever, now, because they are as pretty as they are practical. And pretty is what sells practical! Rack them up to sell as singles.

Display them prominently for gifts in the handsomely boxed sets of 5. All made with sharp, sharp blades of stainless steel and decorated handles of dishwasher safe Monomac®. Each knife comes with its own free self-stick hanger.

Put La Gadgeterie to work for you this Fall. They're too hot *not* to handle. We'll back you up with advertising and promotional materials. Contact your Imperial Distributor for further information.

**See La Gadgeterie at the
Chicago Housewares Show,
Space 3468-72,
McCormick Place.**



MADE IN AMERICA BY



Imperial Knife Company, Inc.

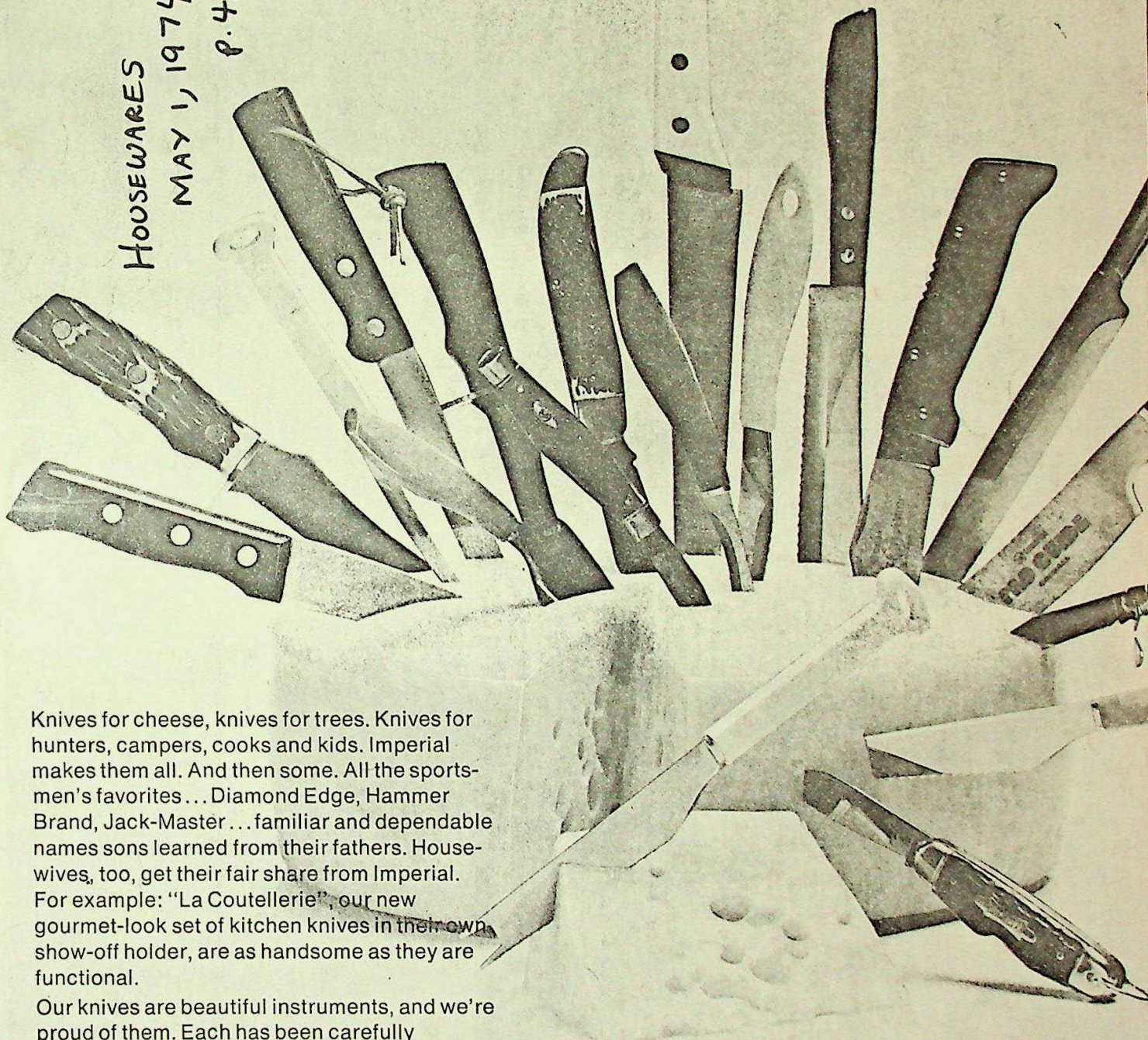
Providence, Rhode Island 02903

Canadian Division: Imperial International, Brampton, Ontario

D7-649

than half a century.

HOUSEWARES
MAY 1, 1974
P. 43



Knives for cheese, knives for trees. Knives for hunters, campers, cooks and kids. Imperial makes them all. And then some. All the sportsmen's favorites... Diamond Edge, Hammer Brand, Jack-Master... familiar and dependable names sons learned from their fathers. Housewives, too, get their fair share from Imperial. For example: "La Coutellerie", our new gourmet-look set of kitchen knives in their own show-off holder, are as handsome as they are functional.

Our knives are beautiful instruments, and we're proud of them. Each has been carefully designed for a specific purpose... perfectly balanced, precisely hand edged, with a blade just the right thickness to do the job it was meant for. If you want to stock knives that guarantee quality, performance, value and profits, check your Imperial Distributor. He'll show you the biggest line of knives in the world.

Made in America by



Imperial Knife Company, Inc.

Providence, RI

Canadian Division: Imperial International, Bramalea, Ontario

D7/649

MAY 1, 1974



ives for trees. Knives for
ks and kids. Imperial
en some. All the sports-
nd Edge, Hammer
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on their fathers. House-
r share from Imperial.
ellerie", our new
chen knives in their own
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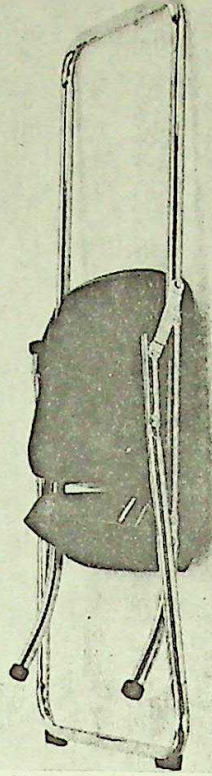


Imperial Knife Company, Inc.

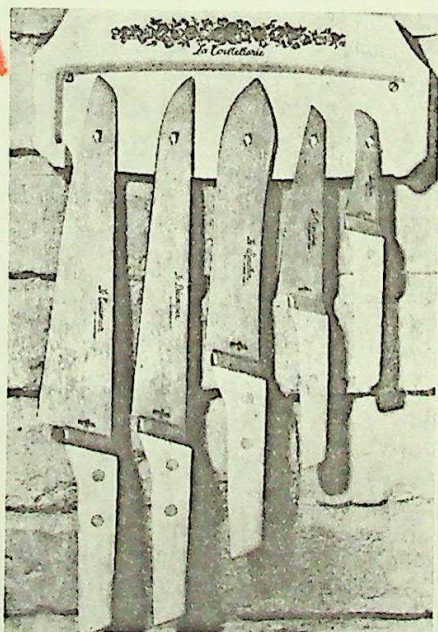
Canadian Division: Imperial International, Bramalea, Ontario

Providence, Rhode Island 02903

D7/649



Cosco Household Products has crossed a ladder with a step stool to come up with a new type of folding step stool. The "Two Step" offers step-up convenience and quick-folding storability. When set-up, the "Two Step" brings top shelves and cabinets within easy reach. Lift up on the handle and the stool folds compactly to 4¾ inches. Unit is 17 inches high.



In introducing its La Coutellerie cutlery set, the Imperial Knife Co., Inc., Providence, R. I. combines the decorative with the functional. The stain-resistant blades of the five knives are hand-crafted of Molybdenum Plus, a tough cutlery steel. The molded Duraplex III handles are said not to

is \$17.15.

smoke plastic.

Now... from FALCON

Instant Installation

Falcon eliminates the "installation lag" in gas grills. This self-contained unit offers 3 easy steps from carton to cook-out. You get grill, portable base and LP cylinder — all completely assembled in the carton. (LP cylinder shipped without gas.) No bothersome delay or costly installation. In no time at all your customer's cooking with gas! The Falcon grill prepares complete meals outdoors... with no waiting, no ashes, no fuss. And the unique flare-control system makes grilling a pleasure. Get the full story on gas grill profits. Call or write Falcon today.

it's as easy as

HOUSEWARES
JAN. 1974
P. 105

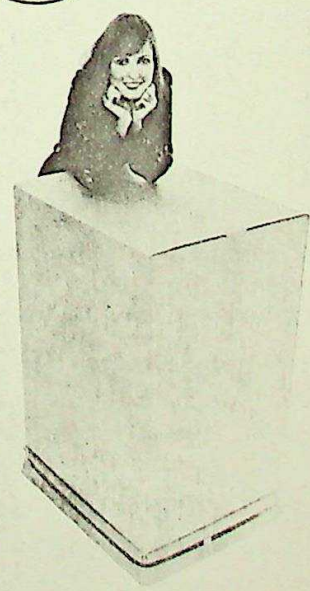
Falcon
Falcon Mfg. Co.
Howell Division, Int'l
P. O. Box 34320,
Dallas, Tex. 75234
Phone (214) 242-5

1

Here's how the grill is shipped to Falcon dealers. It's fully assembled and easy to unpack.

2

Customer or main box a strapping fr



D7/ 649

HOUSE & GARDEN
NOV., 1973 P. 153

14 1/4" CARVING KNIFE

12 3/4" CLEAVER

10 3/4" COOK'S KNIFE

8" PARING KNIFE

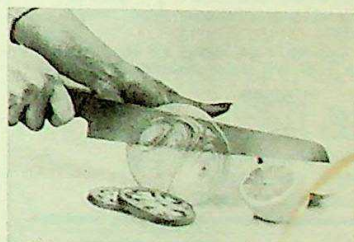
BECAUSE WE PURCHASED THE ENTIRE PRODUCTION ON FAMOUS MOLYBDENUM STEEL KNIVES WE HAVE REDUCED THE PRICE

Simply here are the facts:

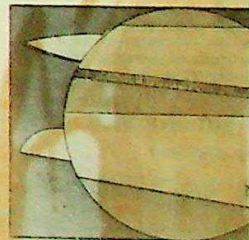
1. MOLYBDENUM VANADIUM STEEL (very makes our knives razor sharp. You will cut thin you'll see through them. Carve a roast. Cut a soft spongy tomato to perfection. Slice so close that you'll read the small logo on while in the onion.
2. MOLYBDENUM VANADIUM STEEL makes met knives virtually indestructible. Please, sharpen our knives... Experts say our edges Ever have to be sharpened the old way. If them over any china plate and the razor ho will be restored. It is reported that no other world whose edge is so perfect can be r easily. Metallurgists say they won't bend, d lose their hardness ever.
3. MOLYBDENUM VANADIUM STEEL ma knives durable and tough. Cut through big b and effortlessly. No job too tough. Glide tl turkeys. Tough but flexible cuts slices clo and then cuts bone in half cleanly.
4. Beautifully designed set of 4 with hands wood handles. Magnificent in attractive d practical in every way. 14 1/4" carver, 11 1/2" Cc 11" dicer, chopper and 8 1/2" parer. Stunning handles are impervious to grease and oil i bonded to the blades. You'll be proud to dis knives.
5. OUR GUARANTEE. We have a super fanti uct at a great price and we are willing to these gourmet knives unconditionally. If you c that our knives are the best cutlery offer an turn them for full purchase price anytime days, not thirty days, not even ten years. Re anytime for full refund. Save our unconditi antee and maybe your great grandchildren c your sets. We're not worried because even th generations from now these knives will be r free of rust and as beautiful and practical a today.
6. OUR PRICE. Simply our price is \$9.98. Yes, pay up to forty dollars more to get gourmet this quality.

SUPPLIES ARE LIMITED

We promise to rush your order if you order must let you know that supplies are truly li at our truly remarkably low price these gou are sure to go fast.



Razor sharp and precise, the Total Edge Knives cut meat, onions, luncheon meats, vegetables, cheese anything-paper thin.



On ordinary knife, edge fraction of total surface. Total Edge Knives, the blade is the cutting edge.

SET OF 4 FOR THE UNBELIEVABLE PRICE OF

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MONEY BACK GUARANTEE

OUR MOLYBDENUM VANADIUM KNIVES ARE unconditionally guaranteed to be your sharpest, toughest, longest, lasting knives. Designed to last FOREVER. Guaranteed against manufacturer's defect, rusting, pitting, bending, staining. This will be the finest set of knives you've ever owned or return them and we will promptly replace or refund your full purchase price, postage and handling excluded, no questions asked.

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Name _____
Address _____
City _____ State _____ Zip _____

☐ Special Gift Offer—Save \$1.00
2 sets of knives for only \$19.98

Page 153

D7/649

HOUSE & GARDEN
MAY, 1973 p. 191

Country Gourmet inc.
Mt. Vernon, N.Y. 10550

PHONE



ONLY \$49⁹⁵
Shipping charge \$1.50

1, bell, standard cord
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brodered FABRIC

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from India you've
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NUMDAH RUGS
2'x3' \$5 3'x4' \$10
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Money back guarantee.

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IAN'S

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LONG, SLENDER 9 1/4" STEAK KNIVES



Our special
purchase makes
possible these
beautifully de-
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knives, minted of
the finest stainless
steel, at these fan-
tastically low prices.
Perfect weight and
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Limited supply. Rare
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Specify style when ordering.
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Magnificent
Stainless
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finest
service,
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MAGELLAN's Dept. HG-15
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Heirloom elegance at lovely, low prices.

BLUE ONION Porcelain Handles, on Sheffield Stainless

Gorgeous pistol-handle
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table a look of
luxury and expen-
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Decorated por-
celain handles,
famous
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\$5.95

2 pc. carving
set (as shown)

Cake Knife and
Pie Server Set
2 pcs. 5.95

6 Steak Knives
only 12.95

Cake Lifter 2.95
Cheese Spreader 2.95
Canape Spreader 2.95
Can/Bottle Opener 2.95
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Add \$1.00 post. & hand. N.Y. Res. add Sales Tax
Money back guarantee.

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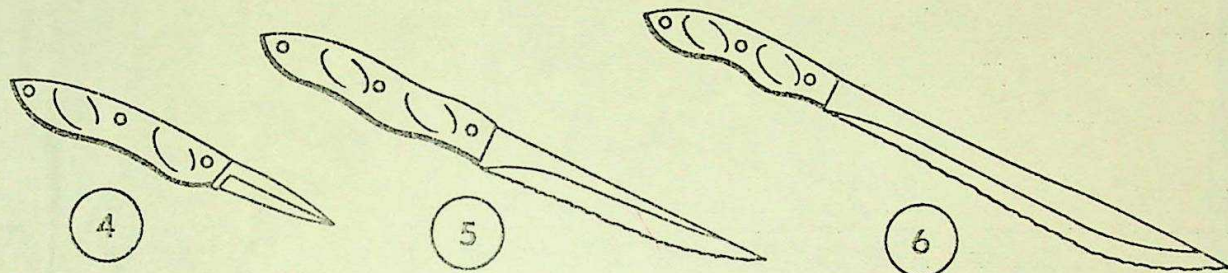
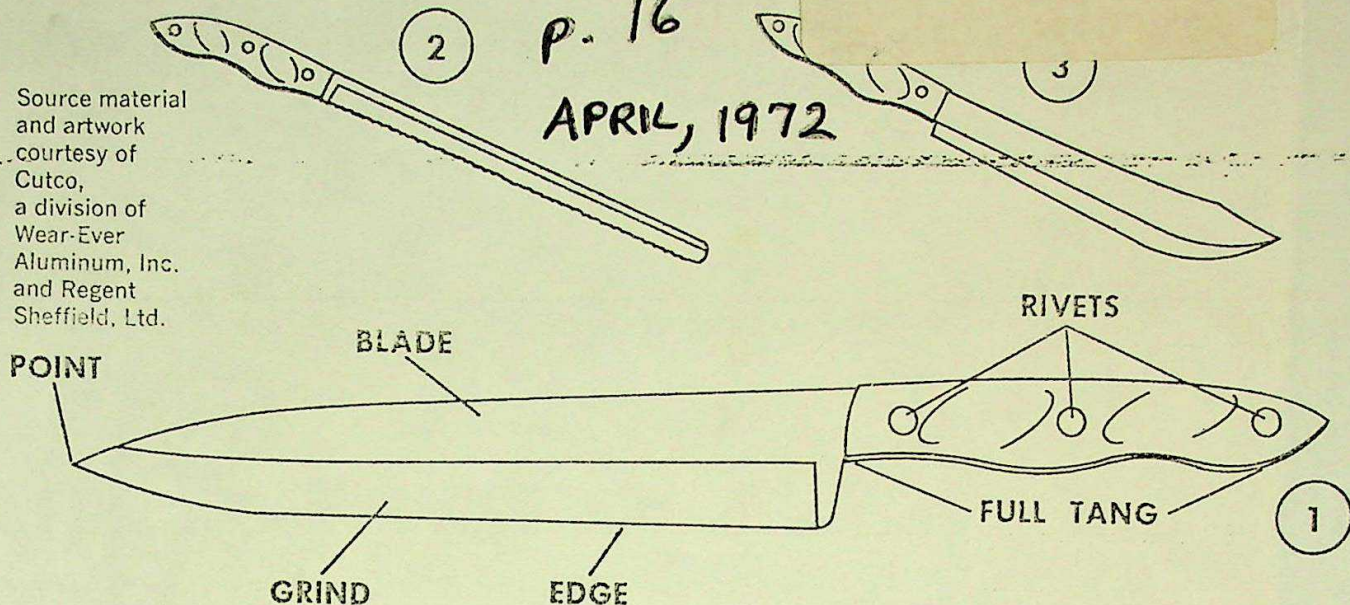
(RIGHT COLUMN - MIDDLE + BOTTOM PANELS)

HOUSE & GARDEN MAY, 1973
P. 191

P. 16

APRIL, 1972

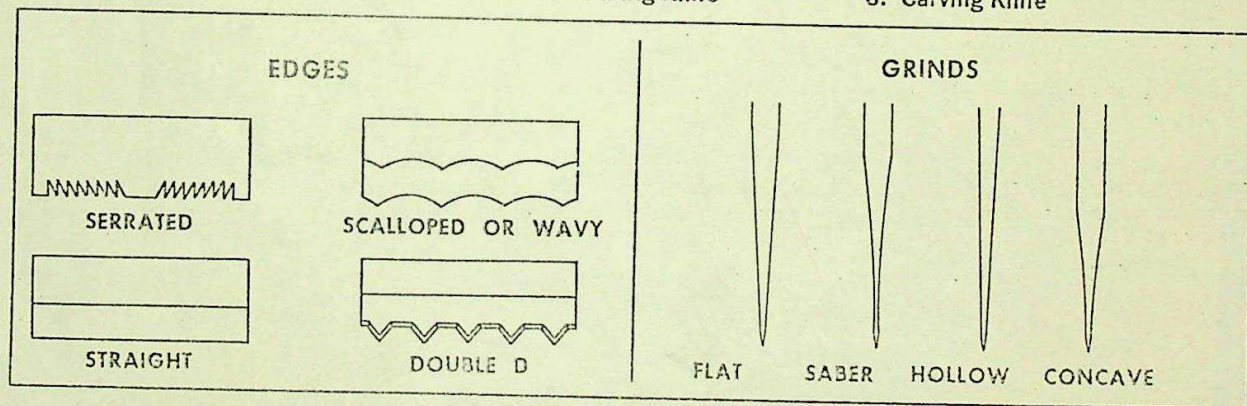
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and artwork
courtesy of
Cutco,
a division of
Wear-Ever
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Sheffield, Ltd.



1. French Chef's Knife
2. Slicer

3. Butcher Knife
4. Paring Knife

5. Trimmer
6. Carving Knife



seeding, trimming, removing roots.

TRIMMER or UTILITY KNIFE. For tasks too big for a paring knife, too small for a slicing knife. Its thin sharp pointed blade is 5" or 6" long, of different edge designs. Used for slicing tomatoes, oranges, hard boiled eggs; removing fish fins or pinfeathers from chickens; removing gristle, rind and fat from steaks and chops.

FRENCH CHEF'S KNIFE. A kitchen favorite for chopping and dicing. Its handle allows sufficient space for knuckle clearance. Blade comes in several lengths, but its shape is always the same: tapers to a sharp point from a wide base. For chopping salad greens, cubing bread for stuffing, dicing cooked meats, preparing French fries.

CARVING KNIFE. Similar to a French Chef's

knife, but longer (8"-12") and with a curved point, it is used for the cutting and carving of meat or fowl with bones. The edge may be straight, serrated or Double D®. Also used for cutting cakes and slicing pineapple, melons, eggplant.

SLICING KNIFE. With a blade narrower than that of a carving knife, it produces thin slices of boneless meats. Blade length ranges from 8"-10", and may be either serrated, scalloped, straight or Double D®. Also used for cutting bread and sandwiches, slicing cheese, shredding cabbage.

BUTCHER KNIFE. A well-balanced heavy-duty knife for disjuncting fowl, preparing spare-ribs, cutting lobster, slicing watermelon.

When all is said, the true test of a good knife is the sharpness of the edge.

D7/649

Institutions page 88

USE THE BEST ... SELECT

Oct 15, 1971

Connoisseur
No-Stain

*The Finest Made
Stainless Steel Cutlery
for Hotel,
Restaurant and Institution*

For quality, dependability, economy and long service, the CONNOISSEUR NO-STAIN knives by Dexter® will serve you best. This is the most complete line of high-standard super-stainless cutlery available, produced by Russell Harrington Cutlery, Inc., makers of fine American Cutlery since 1878.

The traditional DEXTER experience and craftsmanship plays an important role in producing proper knife balance and super razor-edge qualities. Ask to see this beautiful line of cutlery at your DEXTER dealer.

A FEW FACTS ABOUT THE *CONNOISSEUR* INSTITUTIONS

- The best quality high-carbon stainless steel available, processed specifically for professional cutlery.
- Hardened and tempered to rigid standards for uniformity in blade structure.
- Professionally ground by craftsmen to long-lasting keen, sharp edges. Easy to maintain and regrind.
- Beautiful, satin-soft, cross-buff finish blade.
- Completely sanitary handles of indestructible laminated wood impervious to stain, hot water, food acids, and bacteria.
- Handles solidly secured with nickel silver compression rivets.

Send for our FREE
Cutlery Buying Guide



RUSSELL HARRINGTON CUTLERY, INC.
SOUTHBIDGE, MASS. U.S.A.

NO. 25-3 SPEAR POINT PARING KNIFE

NO. 13-5 / 13-6 7/8" WIDE STIFF BOWIE

NO. 13N-5 / 13N-6 5/8" NARROW STIFF BOWIE
NO. 13F-5 / 13F-6 5/8" NARROW FLEXIBLE BOWIE

NO. 31-5 / 31-6 CURVED STIFF BONING KNIFE

NO. 48-8 / NO. 48-10 / 48-12 FORGED FRENCH COOK'S KNIFE

NO. 45-10 / 45-12 FRENCH COOK'S KNIFE

NO. 45N-9 NARROW FRENCH COOK'S KNIFE

NO. 11-9 CARVING KNIFE

NO. 400-10 DUO-EDGE ROAST SLICER

NO. 400-12 / 400-14 DUO-EDGE ROAST SLICER

NO. C-12 CHEF'S STEEL (MAGNETIZED)

NO. 32-10 / 32-12 Cimeter STEAK KNIFE

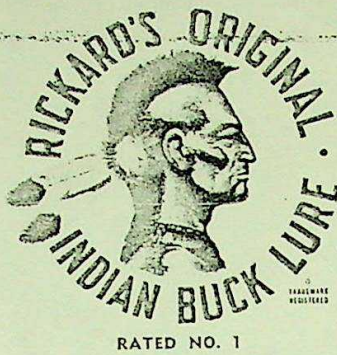
NO. 28-14 FORGED COOK'S FORK

NO. 80-11 CARVER'S ASSISTANT

NO. 65-4 TABLE STEAK KNIFE

NO. 24-3 OFFSET TURNER

PETE RICKARD'S *Original* INDIAN BUCK LURE



Nationally advertised for over 25 years in direct-to-consumer magazines and now for the first time it is being offered direct to wholesalers.

Used by men who hunt deer, bear, moose and elk.

Very fast moving item before and during hunting seasons. Sells anyplace where hunters' accessories are sold — even gas stations and bars.

Sales potential is unlimited because there are millions of hunters. Almost 1½ million licenses sold in New York State alone.

Retails for \$2.00. Write for details at once so you can be ready when the rush starts.

Made and bottled only by

PETE RICKARD

Box 700

Cobleskill, N. Y. 12043

Pioneer and Specialist on animal scent glands for over 40 years



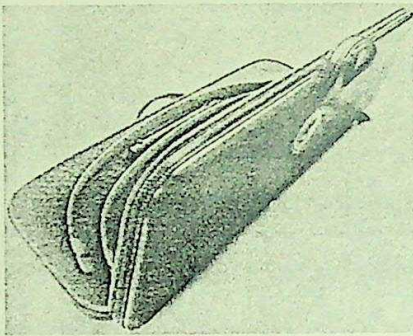
1¼ oz Plastic Squeeze Bottle

(For More Information Circle No. 138 on Page 193)

PRODUCT PREVIEW

~~B-95/3~~

SEPT. 1971
P. 200



Foam Forms Nests for Bow.

Bear Case Made for Take-Down Bow

The Master, a takedown bowcase designed by Fred Bear, is made of high impact black plastic which is resistant to marring or tearing, the manufacturer reports.

The attache case is designed to hold the sections of bow in a nest of polyurethane foam which protects it on all sides. A heavy duty zipper is used on three sides. **Bear Archery/Victor Comptometer Corp.**
(For More Information Circle No. 710 on Page 193)

Drop-Shank Hook on Lazy Ike Lure

The Eliminator is a slipsinker lure featuring a special drop-shank hook which allows the angler to thread the worm onto the hook so that the worm can ride straight through the water behind the weight. This relieves much of the line twist inherent in slipsinker lures.

Also, the lure, when rigged properly, has its hook much farther back in the worm, giving the angler a better chance to snag fish that are "striking short."

Each Eliminator package contains four worms, which come in

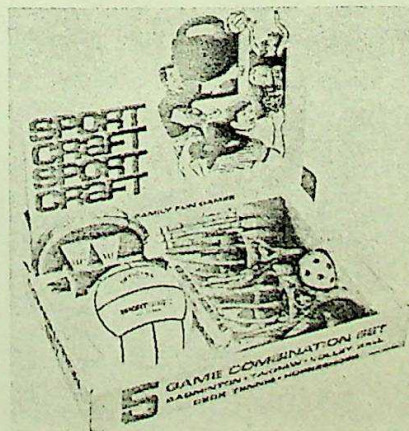
red, blue, black, green, purple and white, two slipsinkers and two of the drop-shank hooks. Also available is a replacement pack of four worms only or a poly bag of 25 worms. **Lazy Ike Corp.**
(For More Information Circle No. 711 on Page 193)

Sportcraft Games Come in Package

A five-game combination set from Sportcraft contains equipment for badminton, takraw, volleyball, deck tennis and horse-shoes.

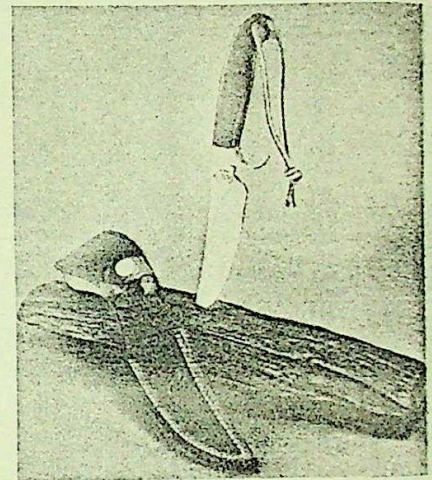
The set includes four Dumont badminton rackets with three-ply lamination, twisted nylon strings and rubber grip; an official size lawn volleyball, two takraw bats made of rattan and a takraw ball; one colored, sponge rubber deck tennis ring; and four rubber horse-shoes with two outdoor wooden stakes.

The display-storage package also includes two plastic shuttles, a 20x2 feet net and a pair of all-purpose, three-piece galvanized steel posts. **General Sportcraft Co., Ltd.**



Five Games Packed in One Set.

(For More Information Circle No. 712 on Page 193)



Cowhide Sheath Comes With Knife.

Life Guarantee on Olsen Knife

Personally designed by Lee Olsen, Jr., the trophy line hunting knife is manufactured of high carbon Swedish tool steel with an exacting hand-crafted Neslo-wood handle.

Carrying an unconditional lifetime guarantee, each custom made knife is complemented by a hand-crafted cow-hide sheath and leather-handle thong for safekeeping. **Olsen Knife Co.**

(For More Information Circle No. 713 on Page 193)

Fire Extinguishers

Casco Products offers two compact fire extinguishers for outdoorsmen, boaters and travelers. One model, the EDI-1, is a 17 ounce pressurized dry chemical extinguisher small enough to fit into a glove compartment. The EG-24 model is a large 2¼ pound dry chemical unit which exceeds U. S. Coast Guard requirements. Further information is available from the maker. **Casco Products Corp.**
(For More Information Circle No. 714 on Page 193)

Normark Gives You the Edge in Profits!

Normark famous for Rapala lures are now equally as famous for their knives. Normark knives are the brand leaders the world over. They are unequalled in quality, utility, AND profit potential. They are pre-sold, heavily advertised and world demanded. Contact your Normark Distributor now.

PRESENTATION HUNTING KNIFE

Handcrafted carbon, molybdenum and chromium steel blades. Rust and corrosion resistant. Contoured, unbreakable ebony colored handles. Top grain laminated leather sheath with blade guard. Free swing belt loops. Matching fillet knife also available.

FISH N' FILLET KNIFE

The most ideal fillet knife ever designed. A favorite of many hunters. Curved, flexible blades stay razor sharp through long hard use. Has beautiful finished birch handle and tooled leather Rapala sheath. Available in many and other blade models.

Send Today for Free
Normark Catalog



Normark

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IN CANADA: 100 ROYAL AVE. WINNIPEG, MANITOBA

PRESENTATION "SWED 45"

Swedish stainless steel folding blade. Stays razor sharp yet may be resharpened quickly. Contoured, unbreakable ebony colored handle. Knife has quick "take down" feature for fast cleaning.

D7-649

89513

92

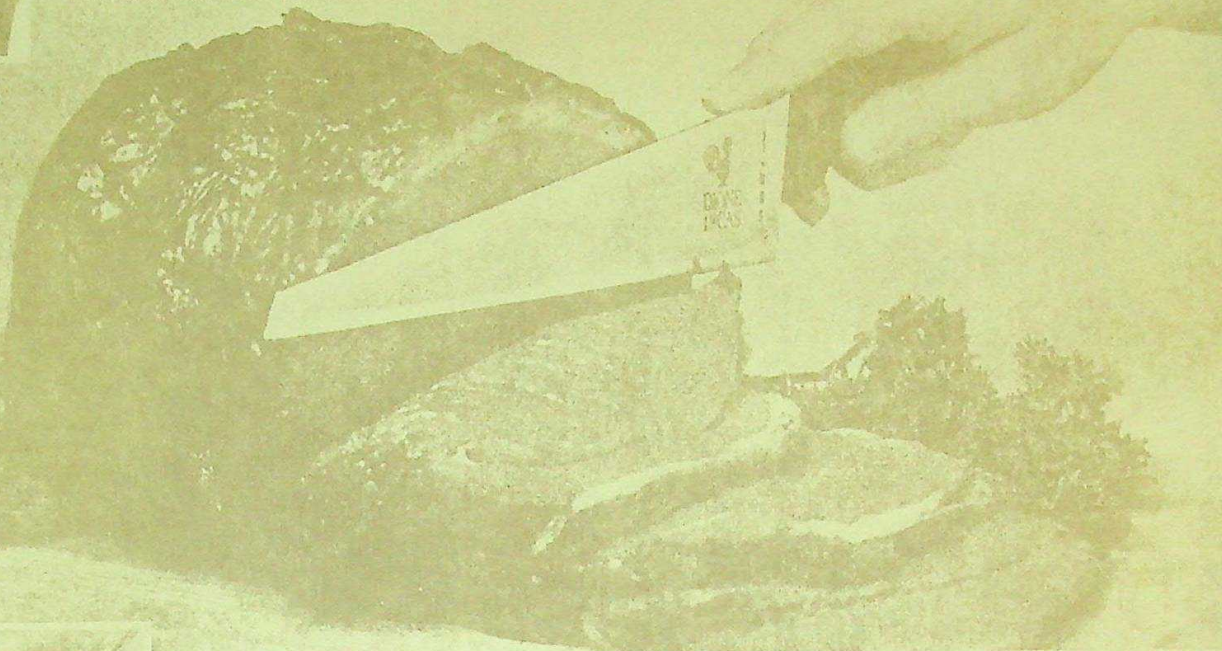


THE KNIFE OF THE YEAR 2000

MSC Knives are "infinitely superior to any knife ever made,"

says **DIONE LUCAS**

- WORLD-FAMOUS FRENCH CHEF
- DIPLOMATE OF THE ECOLE DU CORDON ROUGE, PARIS
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THE KNIFE THAT MAKES OTHERS OBSOLETE!

Designed to stay sharp indefinitely
Miracle marriage of space-age technology
& Molybdenum Steel creates a blade so
tough, so hard, so durable, it makes
ordinary sharpening unnecessary forever.

You've never before seen knives like these! They're thin, flexible and with a completely new feather-light "feel" in your hand. Yet they're so sharp and swift they'll dice a full-size carrot in seconds...cut a pound of chuck in tender, paper-thin wafers in seconds.

- Zip through roasts, carve turkeys like an expert
- Bone and trim like a master butcher
- Fillet fish clean as a whistle
- Chop and mince better than with a drawerful of tools

But the Molybdenum Chrome Steel is so hard and durable that we make an unprecedented guarantee: that you will never never have to use a sharpening device on these knives.

You'll never need a sharpening tool because MSC Knives are specially designed, superbly engineered, and precision handcrafted of the space-age material that won't dull, rust, bend, or lose its hardness.

Beautiful modern design with squared points to protect your fingers and handsome, reserved handles combine to set the MSC knives apart from all knives before them.

SCIENTIFICALLY TAPERED

Hardness on the Rockwell Scale falls into the "Ideal Range."

Crafted of one of the hardest, most costly steels known to man—Molybdenum Chrome!

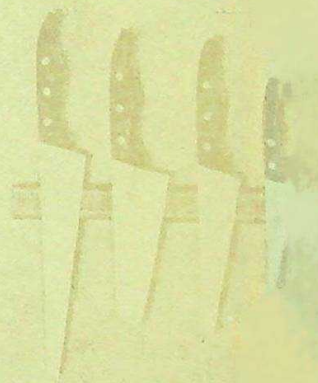
GUARANTEE

MSC knives are unconditionally guaranteed to sharpen to be the sharpest, toughest, hardest, best knives you have ever used or your money back.



DIONE LUCAS GOURMET CENTER, Inc.

Dept. G-21, 226 East 51st Street, New York, N.Y. 10022



COMPLETE 4-PIECE!
Master Chef's Kitchen
Set of 4 \$19.98 p

Dione Lucas, Gourmet Center, Inc., Dept. G-21, 226 East 51st Street, New York, N.Y. 10022

Please include \$2.00 shipping and handling charge with your order. Payment in full required for purchase price. (N.Y. residents add 4% tax.)

Please include your name, address, and phone number. Check, money order, or cash payment accepted.

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City _____

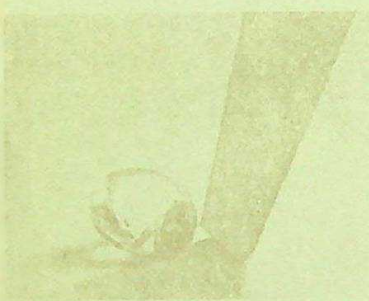
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SO SHARP, IT CUTS
SEE-THROUGH SLICES!
Slice vegetables, bread, luncheon
meats, cheese as thin as with an elec-
tric slicer.



SCIENTIFICALLY TAPERED
Hardness on the Rockwell Scale falls
into the "Ideal Range."



CUTS A COIN
because it's crafted of one of the
hardest, most costly steel known to
man—Molybdenum Chrome!

HOUSE & GARDEN

2-1971

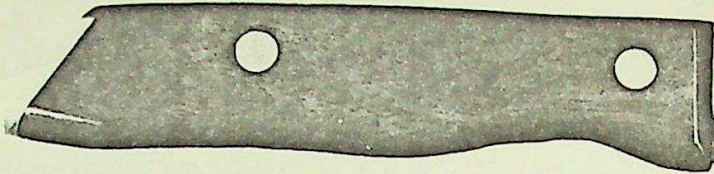
P-21



p. 21

NO. 844-5" THE LAKER

A five inch fisherman's knife designed for general all-around use. No tackle box or small fishing boat should be without one. **Price \$7.95***.

NO. 874-5" COHO OR SALMON KNIFE

CHALLENGER MFG. CORP.
1970 CAT.

NO. 874-5" COHO OR SALMON KNIFE

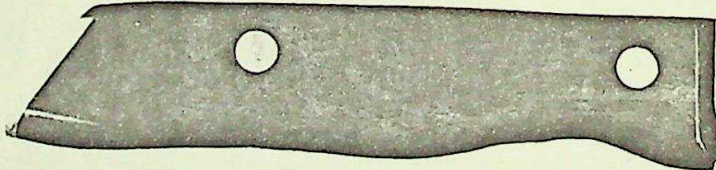
A western favorite pattern for handling Coho Salmon and Steelheads. **Price \$7.65***.

NO. 804-6" THE LUNKER KNIFE

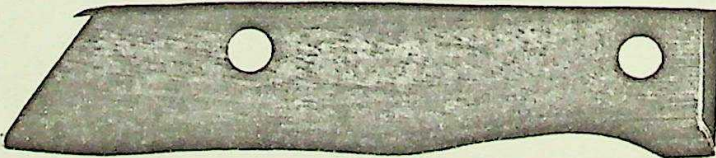
REC'D 12/15/70

**NO. 804-6" THE LUNKER KNIFE**

A general all-purpose knife for fileting and scaling big fish. The blade design is such as to allow the proper amount of flexibility. This is the style knife desired by the old-time experts. An excellent, well balanced, fast handling fishing knife that one who fishes for the big ones should not be without. **Price \$7.95***.

NO. 874 B-5" THE BAY FISHERMAN**NO. 874 B-5" THE BAY FISHERMAN**

A five inch straight blade knife ideal for handling all the duties where a knife is needed for fishing and on large lakes or for big fish or bay fishing for the smaller species of salt water fish. **Price \$7.65***.

NO. 400-5" THE FISHERMAN**NO. 400-5" THE FISHERMAN**

Although our entire line is made up of classic traditional knives, this is one our designers have put together combining all the features of the other knives we manufacture. This is truly a general all-around fishing knife. Not specifically featuring some of the more desirable qualities for each particular purpose, but a combination knife that can handle all the jobs well. If a man does both salt and fresh water big-game fishing and only owns one knife, this is the one his tackle box should not be without. **Price \$7.85***.

ALL CHALLENGER knives have solid brass rivets through the blade and handles and are fully guaranteed never to separate. We also give a lifetime guarantee that our blades, which we consider the finest in the world, will not break under normal and proper use. If any CHALLENGER knife is broken, it can be sent back to the factory and will be replaced absolutely free.

*Manufacturer's suggested retail price



Catalog in D87/1R

XD7-649

NO. 550-5½"—THE HUNTER'S CHOICE

CHALLENGER
MFG., CORP.

1970 CAT.
REC'D. 12-15-70
P. 20

NO. 550-5½"—THE HUNTER'S CHOICE

An ideal all-around, general use woods and camp knife. Whether it's skinning out a deer or chopping some "kindlin", THE HUNTER'S CHOICE is the finest knife of its kind ever designed. Strictly custom throughout with a completely new concept in handle manufacture. The entire handle is one piece just like the frame of a revolver with the grips held on by solid brass rivets. The blade is forged from the finest high carbon steel, hollow ground and evenly sharpened under water to unify the temperature. Each knife is fully guaranteed and supplied with a beautiful custom holster leather sheath, double stitched with special nylon thread for lasting durability.

Price \$27.95*

NO. 940-4" THE ROUGE RIVER SPECIAL

NO. 940-4" THE ROUGE RIVER SPECIAL

Comfort, beauty and ease of handling are the tribute of this finely made, well balanced knife. Expertly rendered in a new, modern and exciting pattern of knife making. The blade is the finest high carbon steel, hand forged and hollow ground for lasting keenness of edge.

Each knife is supplied in a handsome sheath made from top grain holster leather double hand stitched for lasting durability.

Price \$9.95*

NO. 600-6"—TRADITIONAL SALMON FISHING KNIFE

NO. 600-6"—TRADITIONAL SALMON FISHING KNIFE

A traditional pattern of the Northwest with a spoon end for the scooping of entrails and roe. A most popular pattern for the cold water specialists of the Northwest.

The No. 600-6" is supplied in a custom double stitched holster leather sheath.

Price \$7.95*

NO. 935-3½"—TROUT KNIFE

NO. 935-3½"—TROUT KNIFE

A 3-½ inch fishing knife with a delicate blade specifically designed for cleaning and handling trout and small fish. Equipped with magnificent top grain holster leather sheath.

Price \$5.95*



*Manufacturer's suggested retail price.

Catalog in D87/1R

895-3.R

92

D7/649

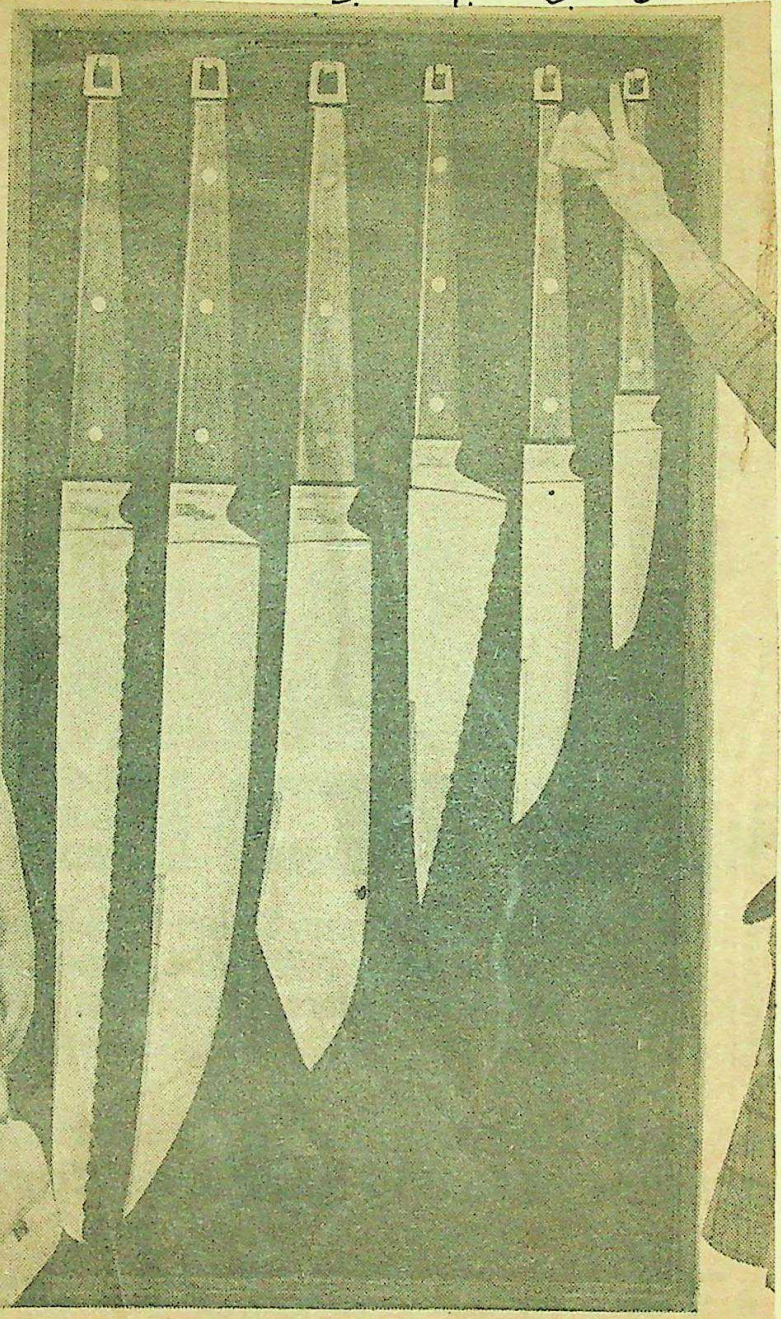
Home Furnishings Daily

Thursday

OCTOBER 12, 1967

Page 23

1. 2. 3. 4. 5. 6.



Will it keep
its keen edge?

chicken joints?



Get to grips with **SWIBO**

**THE NEW LONGER-LIFE
KNIVES THAT HAVE THE EDGE
OVER ALL OTHERS**

Swiss design and
manufacture

THE 'SWIBO' HANDLE

- Moulded handle in nylon plastic—with safety guard for fingers
- Handle shaped to fit the hand perfectly
- Non-slip surface finish—will not crack or chip—no rivets
- Cannot absorb grease or water—easily cleaned
- Unaffected by boiling temperatures
- Extra safety factor—handle coloured vivid yellow for instant identification and location of blade.

THE 'SWIBO' BLADE

- Finest heat-treated super-stainless steel
- Holds a sharp cutting edge
- Superlative grinding
- Blade set in handle under special heat process—and is there to stay

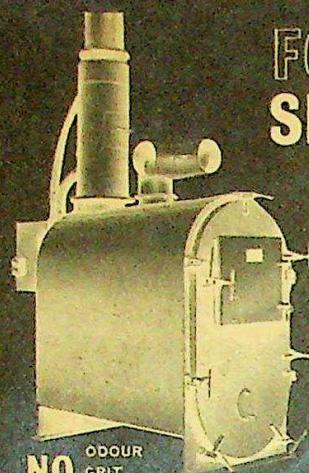
Sole U.K. Importers of the wide and inexpensive SWIBO range.

**A. YEATES &
SONS LIMITED**

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Ask for the fully illustrated details and prices

BONERS • SLICERS • BUTCHERS KNIVES • COOKS KNIVES ETC.



FOR REALLY SMOKELESS DISPOSAL OF ANY REFUSE

**The guaranteed
Sealed Flame
Incinerator**

NO ODOUR
GRIT
FLY ASH

SIZES TO SUIT ALL REQUIREMENTS

- * No grates to burn out or clog.
- * Entire front opens to admit largest refuse (saves breaking up).
- * Burns anything—rubber, plastics, animal, vegetable waste—wet or dry.

Incinerator prices from £195
Write or phone for details.

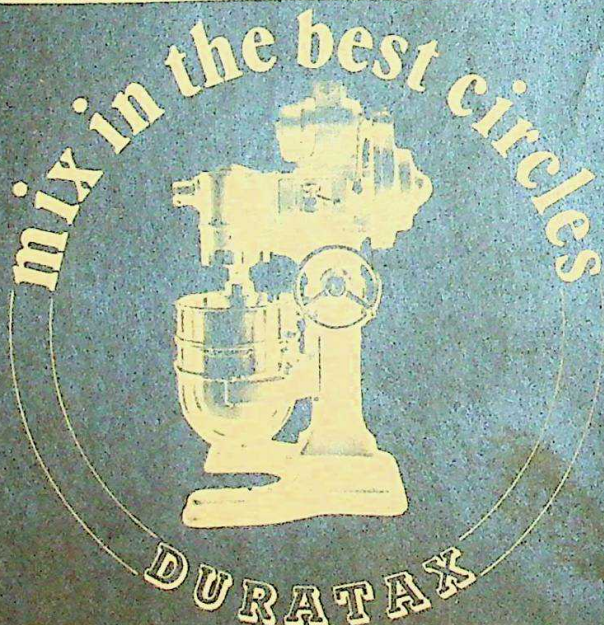
- * **Guaranteed**, after loading and during incineration of *any* materials, to fully meet the smokeless requirements of the Clean Air Act and Local Authority Regulations.

IMPORTANT When purchasing any incinerator, never rely upon advertised claims of smokelessness. Always insist upon a written guarantee that it will be completely smokeless with any type of refuse.

UNIVERSAL MACHINERY & SERVICES LTD.

Viceroy Works, Millshaw, Ring Road, Beeston, Leeds. 11

Tel: Leeds 73761 (10 lines)



DURATAX Electric Cake Mixers ensure a smooth, thorough mixing. Easy to maintain and operate they are available in 10 to 80 quart capacities complete with cake-beater, wire whisk and dough hook. **GUARANTEED 3 years.** H.P. Terms available. Write for details of DURATAX and other John Hunt machines—including Potato Peelers, Pie and Tart Machines, Paste Rollers, etc.

JOHN HUNT (Bolton) LTD., Bakery Engineers

ALMA WORKS, RASBOTTOM STREET, BOLTON

Tel: BOLTON 21831 Telegrams: HUNT 21831, Bolton

For further information circle F.P. 5M.47

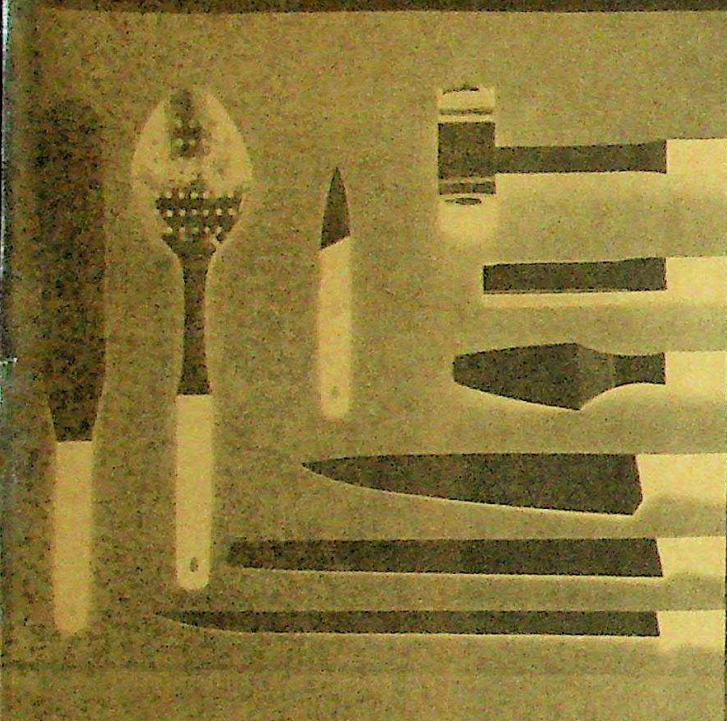
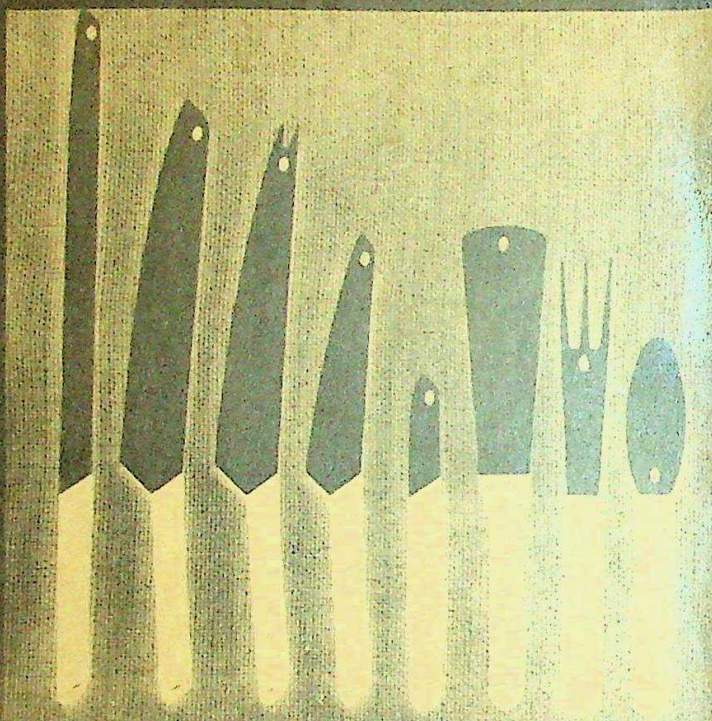
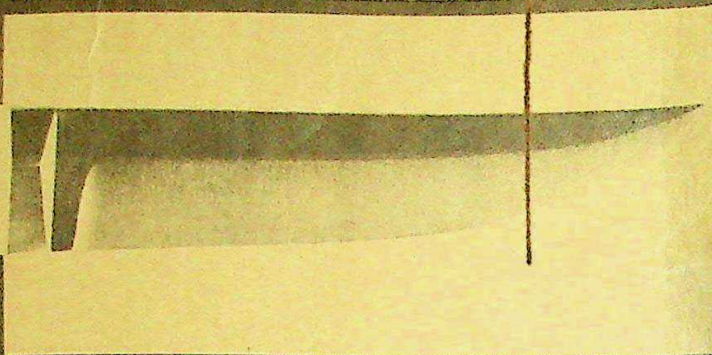
Food Processing & Marketing January 1967

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DESIGN

D7-649
~~D05-3-R~~
 92

p. 59
 July, 1966



Convenient kitchen utensils

Anyone who's ever spent a frustrating 10 minutes searching through drawers and cupboards for their favourite kitchen knife will welcome the range of knives and tools, above right, designed by Tapio Wirkkala. Marking the tools by their blades, instead of their handles adds to the convenience of the arrangement. The

blades are of stainless steel and the handles nylon. Called *Red Point*, they are available in Britain and cost from 10s 9d a piece. Mr Wirkkala also designed the knife shown in the illustration, top. This sells at about £2 17s.

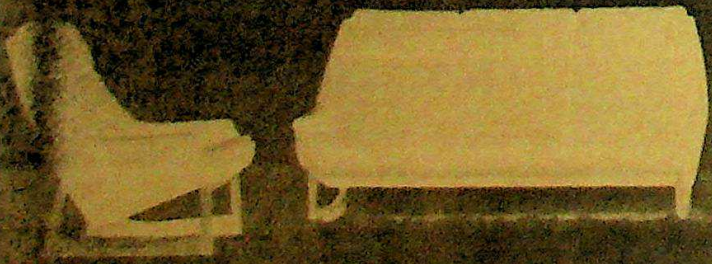
Another range of kitchen equipment along more traditional lines is shown, above left. It was designed by Olof Bachström for Oy Fiskars AB. The two rather sinister looking instruments, in the top right hand

corner of the illustration, are a steak softener and fish scraper respectively. The handles of all the items are nylon, the blades stainless steel. The range, except for the steak softener and fish scraper, is also available in Britain. Prices start at 16s for the small knife and rise to £1 17s 6d for the larger items.

Winners from Australia

The furniture shown here, designed by Fred Lowen of the Fler Co, Melbourne, was recently awarded the *Good Design* label by the Industrial Design Council of Australia. The chair bodies are constructed on a wood frame, and textile elastic webbing is used for the seat support. The seat and back cushions are of

latex foam rubber and, for a touch of luxury, the head pillow is filled with eider down. The skid base is of Tasmanian blackwood.



~~XD 95-3.R~~

D7-649

6-21-1966

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Jewelers' Circular - Keystone
Directory Issue p. 139

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See the YELLOW SECTION for complete address,
branch offices, type of distribution and telephone number

RETAILERS' Suppliers, Sec. 1

DECORATIVE ACCESSORIES, Wall 139

DECORATIVE ACCESSORIES, Wall

Aerolux Light Corp New York N Y
American Bravo Company Los Angeles Calif
American Serpe Co New York N Y
American Thermo-Ware Co New York N Y
Ardalt Imports Inc New York N Y
Austin Productions Inc Brooklyn N Y
Bartlett & Partners Inc New York N Y
Batlin L & Son New York N Y
Bovano Industries Inc Cheshire Conn
Breslauer-Underberg Inc New York N Y
Bridge Novelty Co Inc New York N Y
Cal-Accessories Co Westbury N Y
Carvel Hall Dv Towle Mfg Co Newburyport Mass
China Artware Co New York N Y
Creative Showcase Cornwall Bridge Conn
Cromwell Walter Co Inc New York N Y
Daher Company Inc Long Island City N Y
Daniels M B & Co Inc New York N Y
Dazians Inc New York N Y
Decorative Crafts Inc New York N Y
Dorman A H New York N Y
Doddsett-Seymour Ann Arbor Mich
Ecco Products Inc Brooklyn N Y
Eisen International Co New York N Y
Garity Products Inc Toledo Ohio
Gift Craft Leather Co Inc New York N Y
Goldman & Morgan Inc New York N Y
Goodfriend C S & Co Inc New York N Y
Guild of Israeli Craftsmen Philadelphia Pa
Gustin N S Company Los Angeles Calif
Hall Charles Inc New York N Y
Handcraft Mfg Co Brooklyn N Y
Harris & Mallow Prod Inc Farmingdale N J
Imports Unlimited Inc New York N Y
Israel Designs Philadelphia Pa
James T M & Sons China Co Kansas City Mo
Kephews Co Inc New York N Y
Knobler Alfred E & Co Inc New York N Y
Koch George Sons Inc Evansville Ind
Langbein Giftwares Division Brooklyn N Y
Litho-Etch Metal Nameplate Co Bronx N Y
Lohzin & Born Inc Chicago Ill
Luis Co Inc New York N Y
Marsh Industries Los Angeles Calif
Milbern Manufacturing Co Inc Port Washington L I N Y
Mottahedeh New York N Y
Mulholland USA Redondo Beach Calif
Narris H D Corp Santa Barbara Calif
O'Brien-Sexton Inc New York N Y
Pennsbury Pottery Morrisville Pa
Pugmire Art Co Inc Filigree Div Brooklyn N Y
Pollenz Raymond Inc New York N Y
Puddy & Martinelli Inc New York N Y
Rosenthal-Netter Inc New York N Y
Sarna S S Inc New York N Y
Soria & Simon Company New York N Y
Soriano Ceramics Inc Long Island City N Y
Stylene Jewelry Co Brooklyn N Y
Syraco Syracuse N Y
Tatze Inc of Phila Philadelphia Pa
United China & Glass Co New Orleans La
Wilson Products Inc Wrightsville Pa
Woodcroftery Shops Inc Wayland N Y

FROM CARVEL HALL...A

Profit Maker

NAMED

Precedent

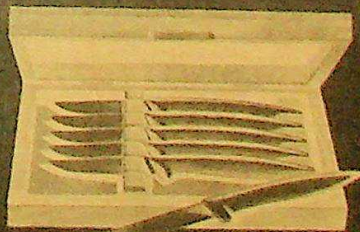
When an American company faces Japanese and German imitations and fights back with competing prices and even finer quality, there's a story to tell.

It's the Carvel Hall story. Carvel Hall cutlery blades are made of Carvalloy, an exclusive double alloy stainless steel that contains over 50% more vanadium than ordinary cutlery which assures a super-sharp edge that renews easily for the life of the blade.

Carvel Hall is your profit maker. Sets in all price categories selling at a markup you'll find more than competitive. Write for details on quantity—and advertising allowances.



PRECEDENT—Sparkling, chrome bright handles with new richly enlaced design on solid metal. A first in cutlery manufacturing. Gift boxed.
Six-Piece Steak Set \$9.95
Carving Sets From 8.95



CHESAPEAKE

Satin textured metal handles and matte finished microne blades.

Six-Piece Steak Set \$24.95
Carving Sets From \$19.95



DIVISION OF TOWLE SILVERSMITHS



LEISURE

Modern steak and carving services in flowing all metal design.

Six-Piece Steak Set \$16.50
Carving Sets From \$14.95



Peanut butter is good for Wallace Sterling

Page 27

June 19, 66

Made moielle

So is barbecue sauce. And breakfast cereal. And dishwater. Truth is, the only way in the world to make beautiful Wallace Sterling more beautiful is to use it. Every day. Every single solitary day. When an eager little hand digs into the peanut butter jar it's bound to add a tiny scratch or two to the knife. For goodness sake, relax.

That is precisely how the famed Wallace patina is nurtured. The tiny tiny scratches of every day burnish the gleam of Wallace Sterling. Give it depth. Richness. A kindled glow. And to a connoisseur, that's what makes truly beautiful silver. Please don't keep your Wallace Sterling in a lonely locked-up drawer.

From top to bottom: Grande Baroque, Royal Rose, Rose Point, and beautiful new Dawn Mist in Firenze, the unique Wallace misted finish.

Wallace  Sterling

X
54/12

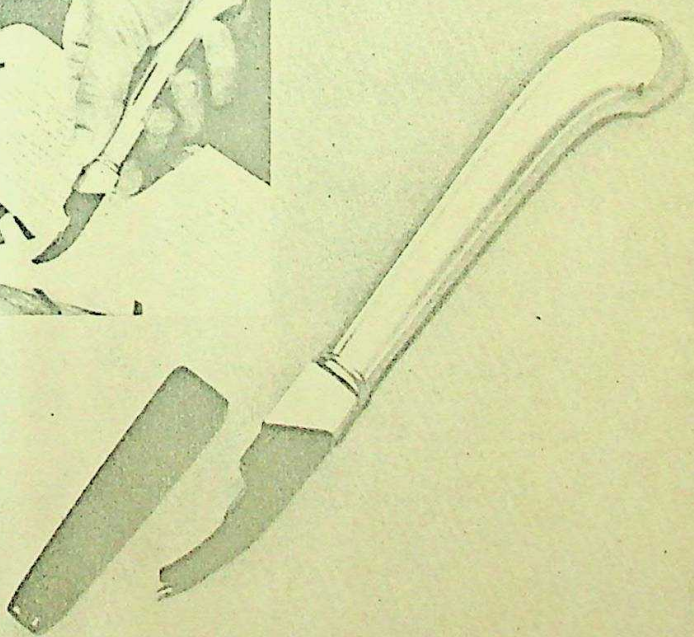


Do you save it for Saturday Night?

Do you save kissing for Monday? Yardley soap is one of those random little pleasures that's too good to save for special occasions. There are those suds. Those fragrances. That misty moist something Yardley does to your skin. Climb into the tub. Loll. Wiggle your toes. Grin. Submerge. Wash behind your ears. Hum. And emerge smelling like a red, red rose. Gosh, it's nice to be a girl!

YARDLEY

(Some of the scents? April Violets, Red Roses, Crushed Carnation, Lavendar. 3 to the box, from \$1.25. Snitch it out of the grocery money. You'll never miss it.)



GORHAM
Sterling

Clippity clip. Gorham's new pistol grip clip-all. Clips coupons, recipes, anything at all. Sterling silver handle. 6" long including cap. \$9.75. Only to be found at finest jewelry stores and silverware departments.

THE GORHAM COMPANY, BRIDGEVILLE, RHODE ISLAND

Revival

By Wylie Cumbie

They hold revivals where I come from, usually in spring. The notion is that at that time of the year everything ought to be reborn, like when you wash lace curtains which have been hanging all winter, collecting dust. When they're first put back to the window the room takes on a freshness; but they soon start collecting dust again.

I don't know how the revival got started, but from the way folks think about it seems likely someone stole the idea from nature. They probably saw how in winter everything's all dead and seems to lack a soul; there's no vitality. Then when spring comes around there's a whole new inception of life. Flowers begin to bloom, trees bud, and even evergreens get brighter and put out new needles of kelly green. As I said though, I don't know if that's really how they began, it's just a possibility; people who might have strayed from the ways of the Lord and who might be living in the darkness of His Word could be brought back into the Light, shown the Way, their souls given a new lease on life.

Some people don't like the idea of revivals. They say if folks really had God in their hearts there'd be no need for them, souls would stay clean and not have to be purified every year. But people who say that either don't understand, or they've never been down to where I come from. If they did or if they had they'd see how a revival is the best thing in the world for the soul; it reconfirms the faith and brings new converts to the church; people who've been sinners all their lives turn to the light of the Lord. At least, that's what folks think in my part of the country.

It's down around Hadley I'm talking about, in one of the southern states. A revival down there is a major event of the season, like a play or a symphony might be somewhere else. Banners are placed on top of the church and across the sides of the buildings, announcements are made on the radio and the television, and notices are placed in the paper weeks in advance. Riding along the highway you can see large, outdoor signs reading,

"I am the bread of life; he who comes to me shall not hunger, and he who

believes in me shall never thirst."—John 6:35

REDEDICATE YOUR SOUL TO JESUS CHRIST

ATTEND THE REVIVAL

HOLY PENTACOSTAL TABERNACLE

CHURCH OF THE LORD JESUS CHRIST

APRIL 9-23

Preacher Black

7:30-9:00

Attending

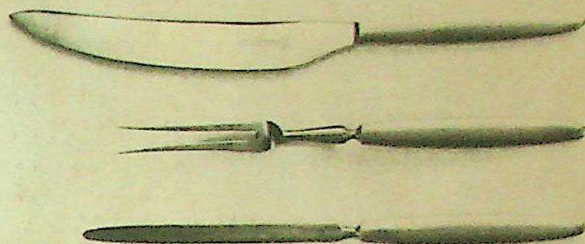
(Continued on page 145)

Sotto, specchio da tavolo, dis. Colin Beales, prod. Peter Cud-don; a destra, posate per arrosto, dis. G. G. Bellamy, prod. George Wostenholm & Son Ltd. e H. Cubitt Bexfield Ltd.

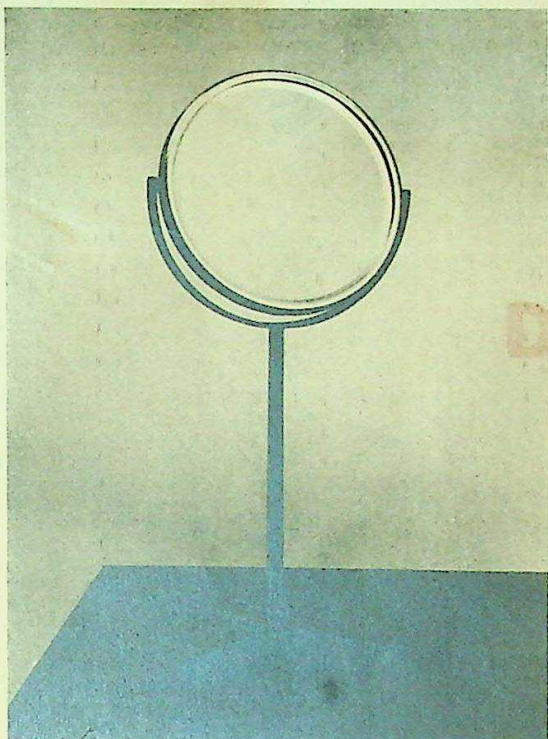
Below, table mirror designed by Colin Beales, prod. Peter Cud-don; on right, cutlery for roast designed by G. G. Bellamy, prod. George Wostenholm & Son Ltd. and H. Cubitt Bexfield Ltd.

D7/FLATWARE BOX

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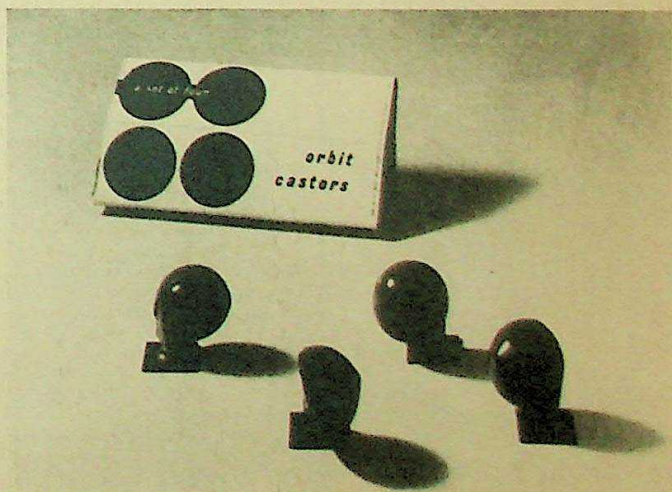
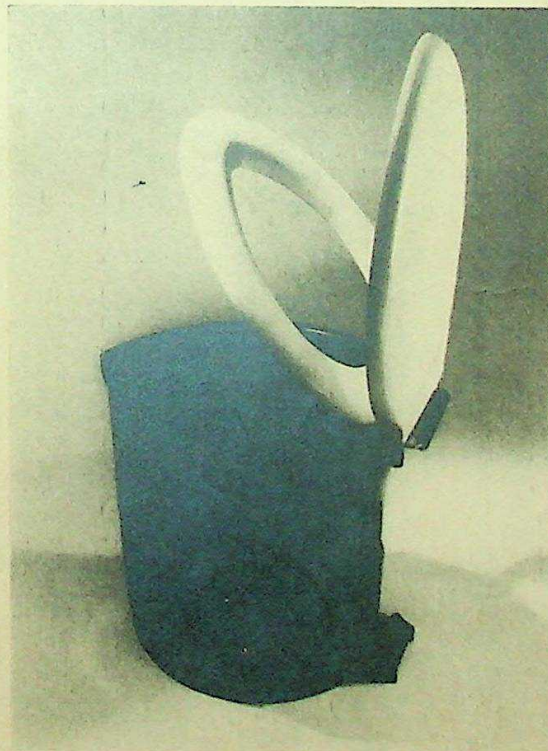
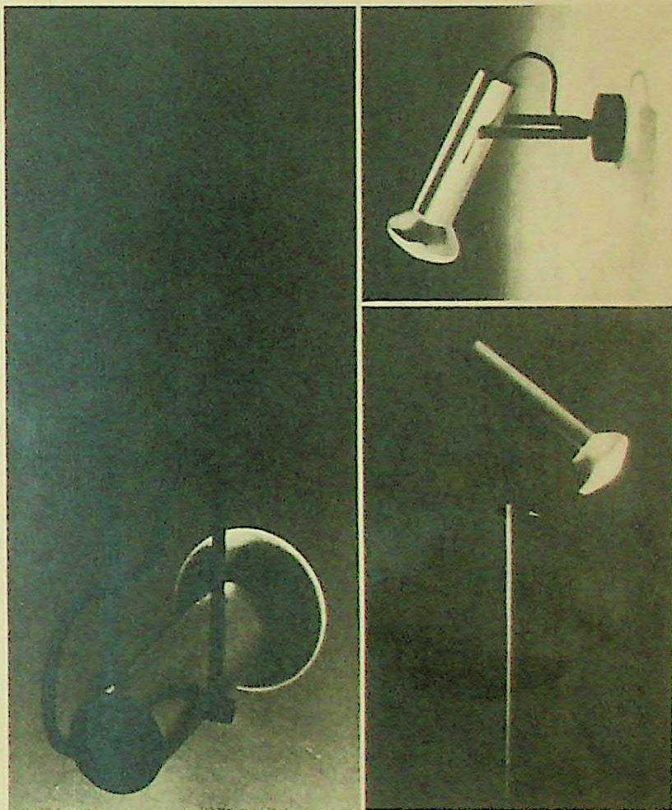


RETURN TO
DESIGN DIV.

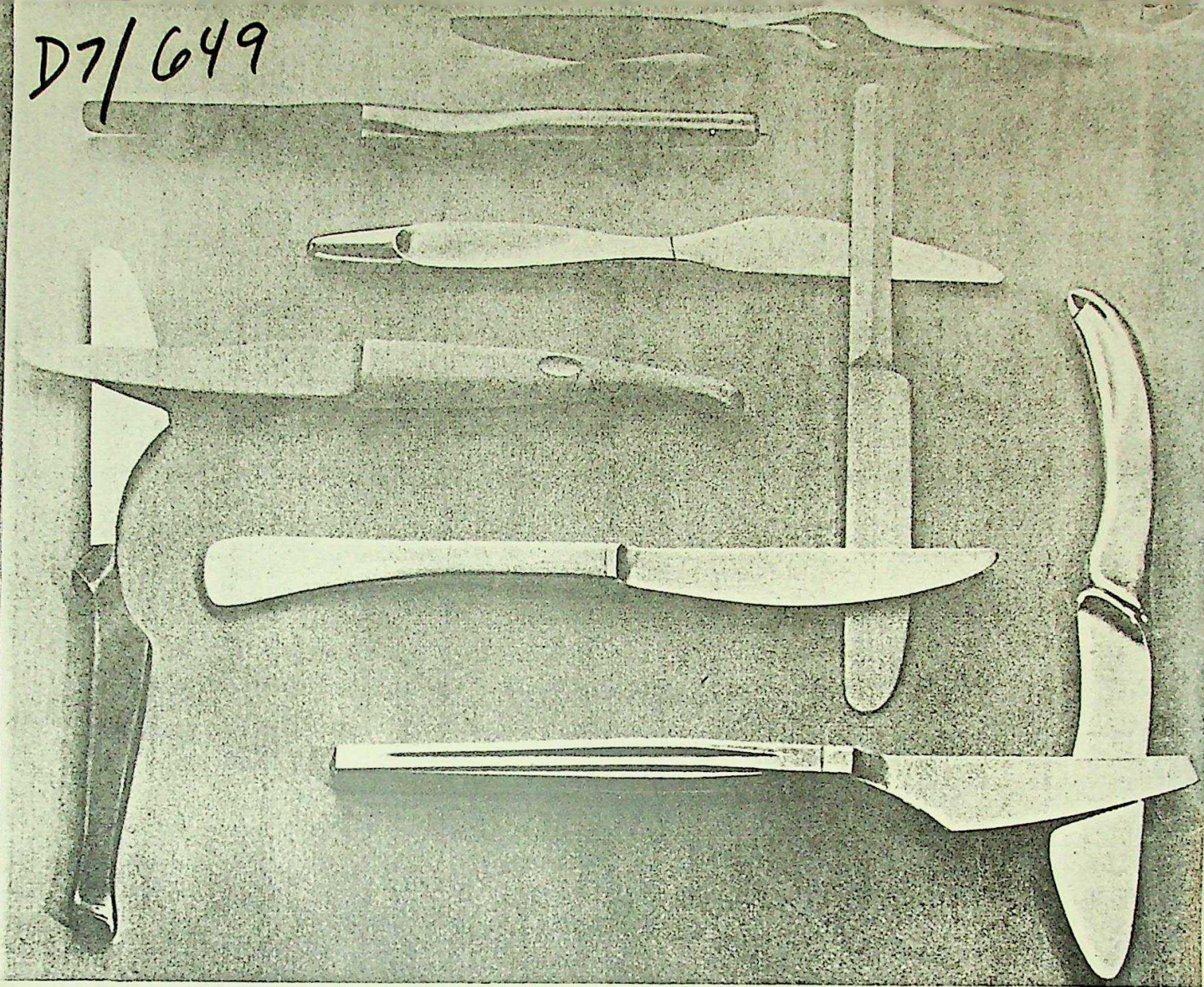


Sotto, vaso igienico da campeggio dis. Martin Rowlanda. A de-stra, lampada per vetrina, dis. John & Sylvia Reid, prod. Rota-flex (Great Britain) Ltd.; rotelle orientabili per mobili modello Orbit, disegno e produzione Joseph Gillot & Sons Ltd.

Below, hygienic pot for camping designed by Martin Rowlanda. On right, show-window lamp designed by Sylvia & John Reid, prod. Rotaflex (Great Britain) Ltd.; swinging wheels for furni-ture mod. Orbit, designed and produced by Joseph Gillot & Sons Ltd.



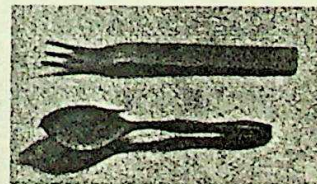
D7/649



verticali: Mangiarotti, Castiglioni, Mollino

orizzontali (dall'alto): Mango, Sottsass, Corsini, Castiglioni, Albini, Mango

una "Design Competition for Italy", promossa da una ditta americana, la "Reed & Barton."

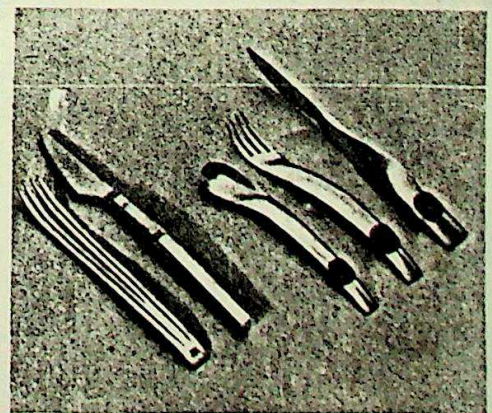
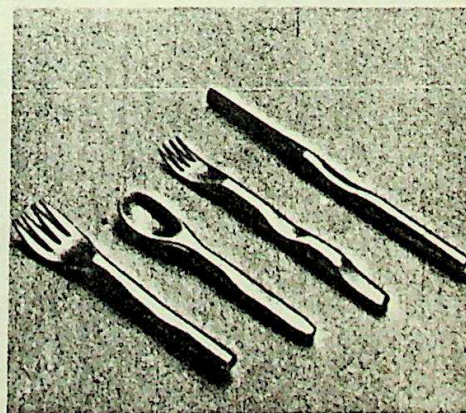
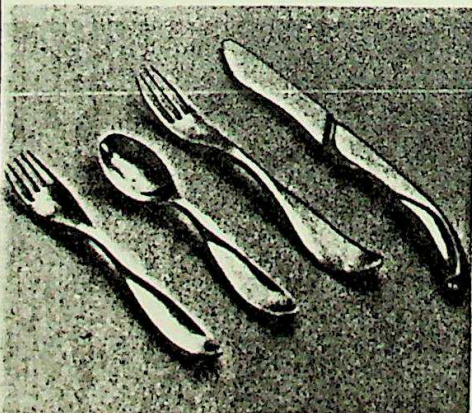


Munari

Mollino

Sottsass

Mango

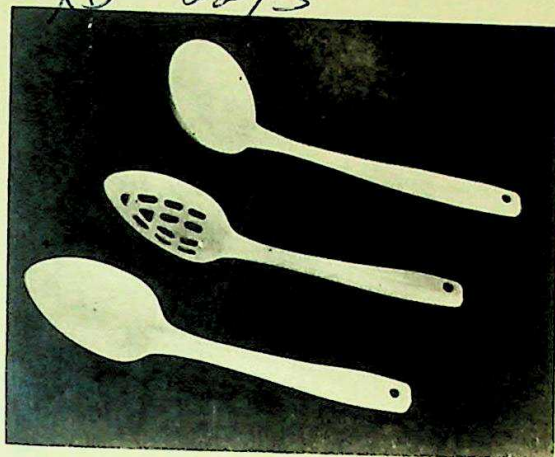


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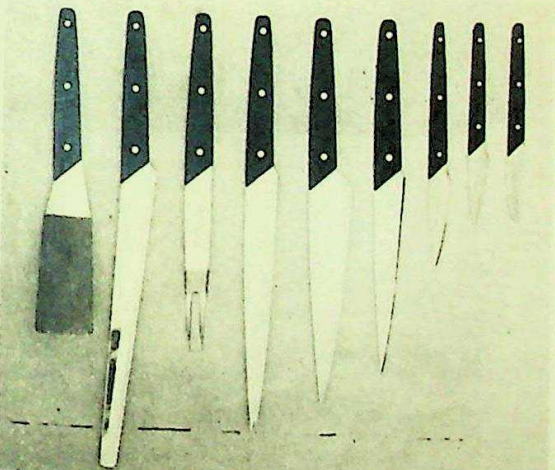
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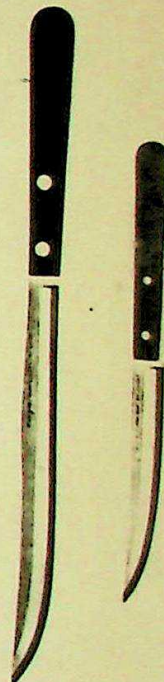


49 Kitchen tool set
Dapol Plastics, Inc., Worcester, Mass.
Injection molded of polyethylene; with-
stands high temperatures; unaffected by
food or detergents.



50 Kitchen and table knives
Ontario Knife Co., Franklinville, N. Y.
Michael Lax, designer

Grey nylon handles have extra long taper
for better grip. Stainless steel blades.



51 Knives
Robeson Cutlery Co., Inc., Perry, N. Y.
Jerry Moberg, staff designer

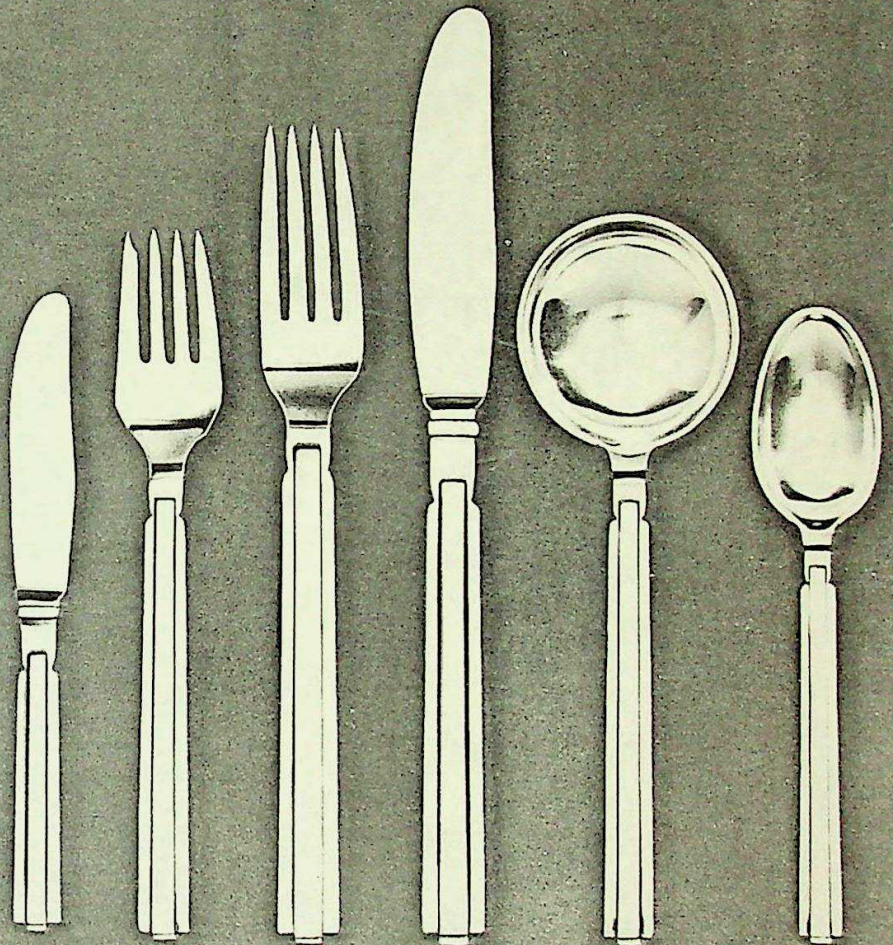
Tungsten carbide is detonated onto edge
of knives, which becomes sharper as steel
edge wears.

Industrial Design
December, 1959

D7- 649

VIKING

H. MILS
DANISH SILVER
CATALOG
June 1958



X-2-152

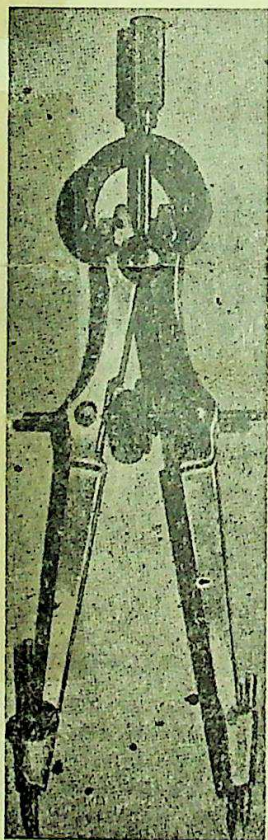
TOOLS FOR GRAPHIC ARTS INDUSTRY

FOR LETTER PRESS AND LITHO PREPARATION

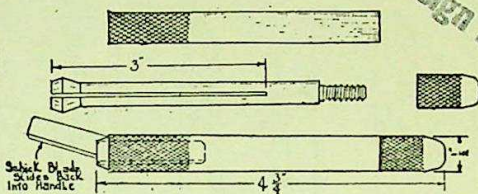
No. 280
cutting and
layout
compass
\$5.00 list

Draws 9 Inch Circle

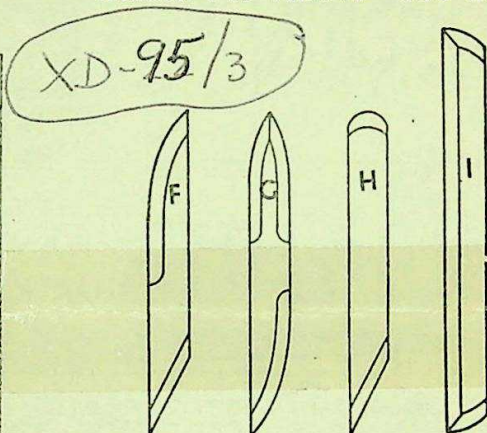
Supplied with one Radial
Compass Cutting Blade.
Chrome Plated.



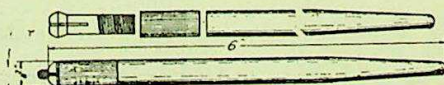
No. 124 KNIFE—\$2.00 list
Uses Shick Blade—Excellent for
Litho Plate Makers
and Sample Box Makers
also Special Blades



Blades For Above—35c Each



No. 134 LAYOUT PENCIL
\$1.00 list



Holds 7/16" leads such as Negro and charcoal leads for layout on card or board and china marking leads for layout on glass.

Negro, Charcoal or China Marking Leads,
6 to Pkg. — 60c a Pkg. List

No. 136 DOUBLE END
HOLDER FOR NEGRO
AND CHARCOAL LEADS

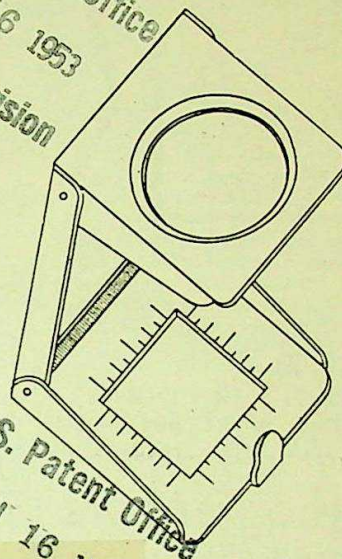
\$1.00 list

No. 300 THREE-WAY FOLDING
DOT OBSERVER—\$3.50 List

FOR
THE PHOTO-
ENGRAVER
and PRINT

10 Power
Precision
Ground and
Polished Lens
Nickel Plate
Finish.
Convenient
for the
Vest Pocket.

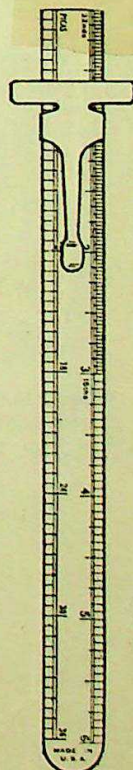
A very convenient
feature is the
Bethlehem steel spring
which causes
instrument to fly open
after clip is released



No. 1565
six inch
Pica Rule
\$1.00 list

Also made
in inches
and
millimeters

12 on Display Card.
Decimal Equivalents on Back.
Divisions of 16ths, 32nds
and 64ths.



ORDERS
SHIPPED
SAME DAY
RECEIVED

U. S. Patent Office
JUN 16 1953
Design Division

p. 1

Send all
orders to

EASTMAN KODAK STORES, Inc. ❖ 607 14th St., N.W.
Washington, D. C.

TOOLS FOR GRAPHIC ARTS INDUSTRY

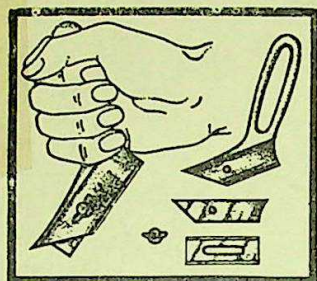
XD 7-152

92

FOR LETTER PRESS AND LITHO PREPARATION

For the shipping room :

No. 100 UTILITY CARD
BOARD CUTTER, \$1.00 List



An excellent all around knife. Uses heavy weight blades. Especially useful for cutting cardboard of various weights. Just the thing for artists, draftsmen, photographers, printers. An excellent knife for the shipping room.

No. 101 UTILITY CUTTER
BLADES, Per Pkg. of 12, 60c List

Photo-Lithographers

The Most Essential Knife for
the Craft. . Now Available!

Twin Cutter

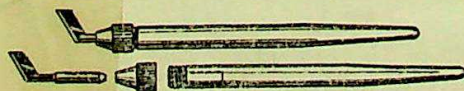
CUTS STENCILS
FOR SILK SCREEN
TYPE STRIPS
OFFSET NEGATIVES, ETC.

LIGHT
ALUMINUM
HANDLE
OVER ALL
SIZE 6 1/4 IN.

UNIFORM STRIPS
ADJUSTABLE BLADES
CUTS UP TO 1/2" STRIPS

PRICE \$3.50

No. 113 SWIVEL KNIFE, \$1.00 List



All metal supplied with one blade made of
Swedish steel for cutting profil. Very
durable.

No. 113 SWIVEL KNIFE BLADES
50c List

p. 2

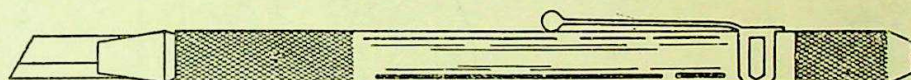
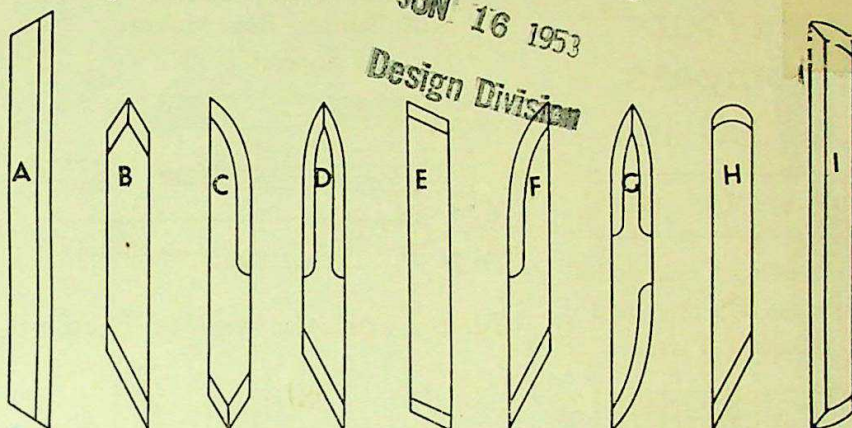
No. 119 Make Ready Knife

An Ideal Safety Knife—Blades ~~Recede~~ Into Handle—Price \$1.00 with
One Blade. Set of Blades As Shown ~~Complete~~ with Handle—\$3.00
Blades Separate—25c Each.

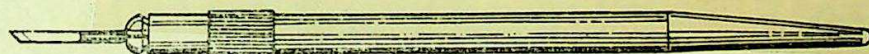
U.S. Patent Office

JUN 16 1953

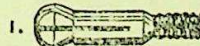
Design Division



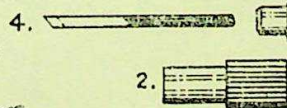
No. 24 Stencil Knife - \$1.00 list



NO. 24 - TAPER RETRACTABLE BLADE STENCIL KNIFE



HAS ONLY 4 PARTS AS SHOWN.

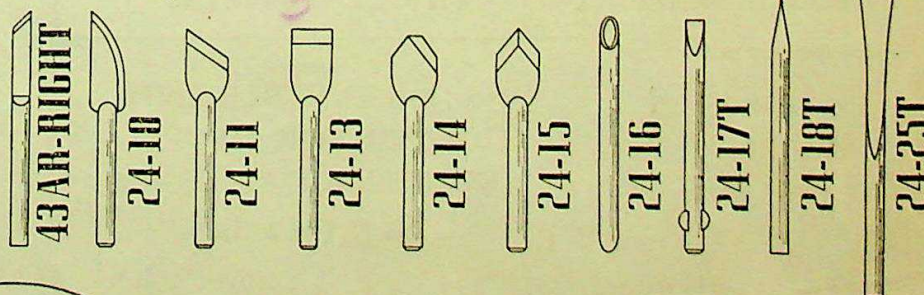


A HANDY MAKE-READY KNIFE
FOR PRINTERS - LAYOUT MEN
ARTISTS - DRAFTSMEN - OTHERS

Use with No. 24-16 Blade for Drawing Lines on Negatives.

No. 2 Set of Blades — 25¢ Each Blade list

*** \$2.50 a Set ***

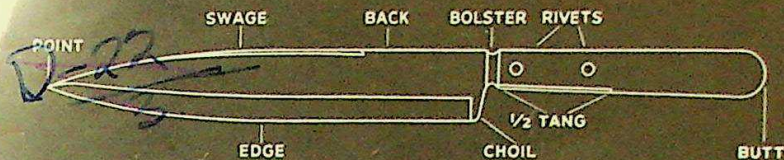


Various shape blades. Fits No. 24 and No. 119 Knife.
Also our double end and single end pencils.

end all
orders to

EASTMAN KODAK STORES Inc.

607 14th St., N.W.
Washington D. C.



BASIC PARTS of a fixed-blade knife are point, back, edge, choil (or heel) and tang to which handle is attached.



D7/649

D7/ 92

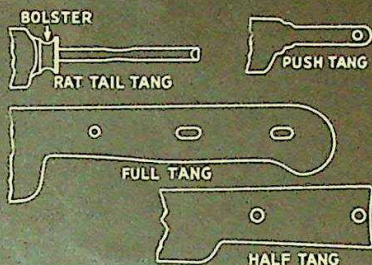
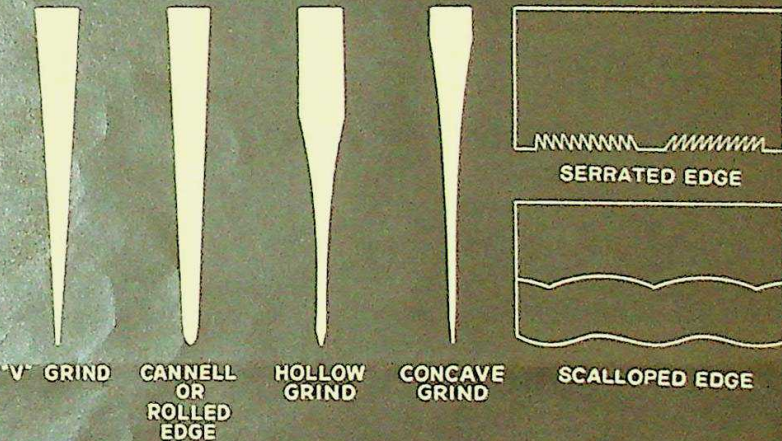


DIAGRAM OF TANGS: Full or half tang blades with 2 or more rivets are least easily separated from handle.

What do you know about cutlery?

The more your salespeople know the more cutlery you'll sell—be keen; be alert



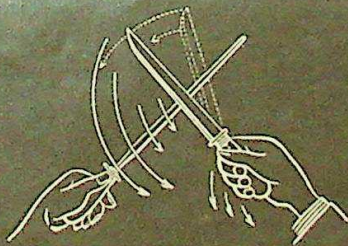
DIFFERENT TYPES OF GRINDS: "V" and "cannelled" edges are Flat Grinds and "concave" is a type of Hollow Grind. Serrated or scalloped may be either.

A knife should taper from the handle to the point as well as to the edge for the most perfect cutting surface.

"V" grind extends from back to edge in a flat plane while the cannelled edge is ground almost to a "V" and then rolled to a cutting edge. This gives more resistance to damage if a hard substance is hit in cutting.

A hollow ground blade has a concave area on each side, reducing the thickness until it reaches the fine edge. A concave blade starts nearer the back and usually has a thinner, longer-lived cutting edge than an ordinary hollow ground blade.

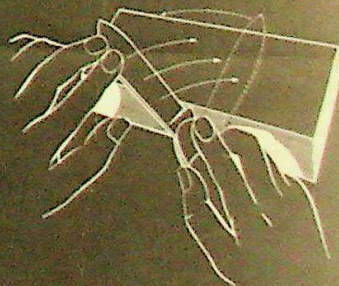
Knives should be revived before use with a few strokes on a steel to realign the cutting edge.



USING A STEEL to "revive" the cutting edge: Stroke lightly at a 20 degree angle, drawing blade towards you.



ALTERNATE METHOD shows steel held against table and blade drawn back and forth on top of steel.



OIL STONE is kept moist with a few drops of light oil. Blade is drawn against the edge on both sides.

The Basic 14



A 3 or 3½ inch Paring Knife.



A 6 or 7 inch Utility Knife.



An 8 inch Narrow Slicer.



An 8 inch Cook's Knife.



A 7 or 8 inch Long-Handle Pot Fork.



An 8 or 10 inch Sharpening Steel.



Curved blade Grapefruit Knife.



A 6 inch Boning Knife.



A 10 inch Narrow Ham Slicer.



An 8 or 10 inch Flexible Spatula.



A 6 or 7 inch Light Cleaver.



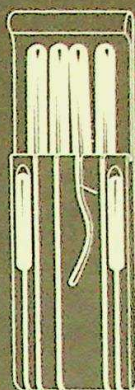
An 8 inch scalloped Bread Knife.



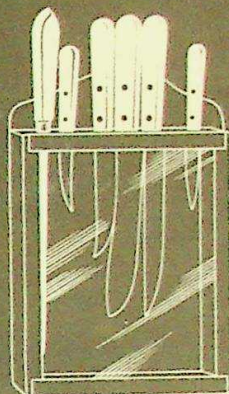
An Oyster Opening Knife.



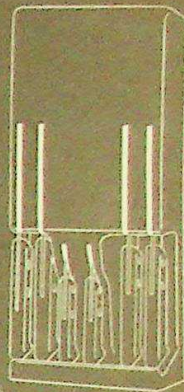
Poultry Shears.



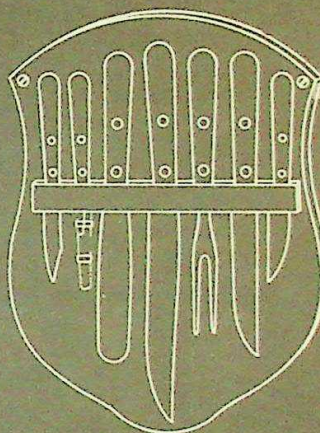
FLAT rack
for drawer



STANDING "see-office
through" rack



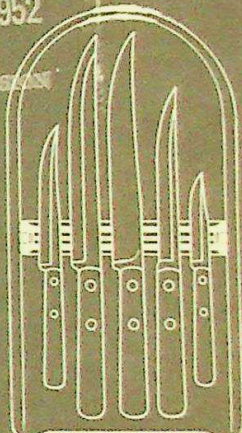
DRAWER or
upright rack



Wall rack with slotted bar.

APR 9 1952

DESIGN DIVISION



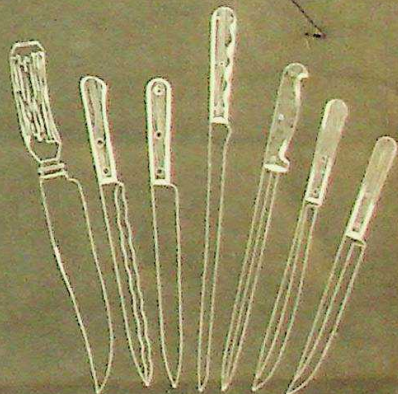
Magnetic wall rack.

How to store knives

Throwing a knife into a drawer to fall among forks, beaters, other knives and various gadgets is death to the cutting edge. A knife drawer should be partitioned into compartments that will hold only two or three knives.

The best approach is to use some kind of rack or slotted block which will hold each knife separate in the slots. Some knives have holes drilled in the handles and may be hung on pegs or a strip rack with metal hooks. Several plastic holders have single slots for various sized knives and protect them from dust at the same time. Magnetized holders which hang on the wall or fit in a drawer hold knives by the blade and keep them easily accessible.

The storage rack for knives should be close to the work area so that they will always be put in their proper place, both for the protection of the knife and the safety of the user, for groping for a knife among a conglom-



VARIOUS shapes and sizes of slicers.

eration of other household tools may well result in a cut finger.

Keep the knives in their correct place, use the steel on knives before using and see that they are resharpened when actually dull and they will give much more efficient service, according to the Associated Cutlery Industries of America.

D95-3-R
D7/649 92
D7/FLATWARE
BOX

Mademoiselle

cont. 119-119
p. 142

p. 143



College Board Department

Perfectly plain

including modern and early American



1



2



3



4



5



6



7



8

SOMOROFF

Semi-ornate

including natural floral, Danish and scrolled



9



10



11



12



13



14



15



16

Ornate

including baroque and rococo



17



18



19



20



21



22



23



24

Mlle's own sterling-silver primer

or the saga of what, why, which, how, when

Now that you're back on campus starting another semester, even if you aren't engaged or ecstatically about to be, chances are you've already begun to think about silver. Your cherished sterling silver. And talking about patterns, as you tell us you do, in the wee, coffee hours of the night. So these five points may help you select silver, exactly suited to your needs. First, *what* is sterling? Simply 925 parts of pure silver (too soft in its original state for hard service) to every 75 parts alloy. Second, *why* sterling? Because it looks handsome, wears for generations, ages beautifully, acquiring a network of infinitesimal scratches that give it an enviably soft luster or patina. Third, *which* pattern? Scores of lovely designs to choose from, falling into these three major types. (MLLE firmly believes—and said last May, page 126 any well-designed silver pattern, irrespective of period, can be teamed with any fine china.) Four, *how* big a set? Today, replacing the formal silver chest stuffed with a predetermined number of pieces, each bride-to-be tailors her set to her future household. Many buy sterling silver by the place setting. Many more acquire it by the piece, then everyone can afford to give you a silver present, and you can omit any superfluous pieces. Also, you may want to have twice as many teaspoons, always strategic, plus oyster forks and grapefruit spoons. Fifth, *when*? Every day, every meal. Sterling is meant for constant use, which tends to keep it in top, untarnished condition. Given a modicum of proper care (send MLLE a self-addressed, stamped envelope for booklet on same), it's everlasting.

- | | | |
|--|---|--|
| 1. International's modern Continental, \$33.50*, Altman | 9. Gorham's Lily of the Valley, \$29.75*, Black, Starr & Gorham | 17. Wallace's Grande Baroque, \$10*, Plummer, Ltd. |
| 2. Towle's Craftsman, \$28.75*, Nehmor Jewelers, Jersey City 6 | 10. Frank Smith's Woodlily, \$38.75*, Georg Jensen | 18. Reed & Barton's Francis I, \$36*, Cartier |
| 3. Lunt's Modern Classic, \$32*, Cartier | 11. Heirloom Sterling's Mansion House, \$27.50*, Bloomingdale's | 19. Gorham's Versailles, \$39.25*, Black, Starr & Gorham |
| 4. Tuttle's early American Hannah Hull, \$36*, Robert Ensko | 12. Watson's Juliana, \$32*, Macy's | 20. Lunt's Charles II, \$39.75*, Lambert Brothers |
| 5. Gorham's Old French, \$31.75*, Wanamaker | 13. Westmorland's George & Martha, \$36.15* | 21. International's Richelieu, \$32*, Bloomingdale's |
| 6. International's 1810, \$26*, Cartier | 14. Wallace's Grand Colonial, \$32.50*, Wanamaker | 22. Watson's Windsor Rose, \$29.50*, Altman |
| 7. Towle's Lafayette, \$29.40*, Nehmor Jewelers, Jersey City 6 | 15. Gorham's Nocturne, \$31.75*, Stern Brothers | 23. Kirk's Response, \$27*, Nehmor Jewelers, Jersey City 6 |
| 8. Reed & Barton's Classic Fashion, \$37.50*, Plummer, Ltd. | 16. Tuttle's Onslow, \$35*, Georg Jensen | 24. Altman's Bridal Bouquet, \$26.25*, Macy's |

*The six-piece luncheon place setting including 15 food fork.

All jewelry on in New York City unless otherwise specified.

Property of U. S. Patent Office
For Examiners Use Only.

Property of U. S. Patent Office
For Examiners Use Only.

D95-2

92

SHOW

Premium Practice
Sept. 1949

Dent

Qua

WE

CATTARAUGUS C

LITTLE V

coffee urns, clubs and churches has resulted in a repeat promotion recently by Community Coffee Mills, Baton Rouge, La. Community offers a 48-cup Drip-O-Lator for 1750 bags from the product. Churches, clubs and other organizations are urged to enlist the cooperation of their members in using Community coffee and saving the bags. Black & white newspaper ads announced the offer to consumers.

A \$4.45 Cafex eight-cup coffee-maker is offered by H. P. Lau Co., Lincoln, Nebr., for \$1.95 and four coupons from Milady coffee. A concurrent offer features a Meas-U-Rite coffee-dispenser, said to be worth \$2.98 at retail, for \$1.49 and four Milady coupons. Black & white 1500-line ads in Nebraska papers promote both offers, and a small label affixed to Milady cans and jar lids calls attention to the enclosed coupon.

Albert Ehlers, Inc., Brooklyn, N. Y., is offering housewives a three-piece set of stainless-steel tableware for 50 cents and a purchase token from Ehlers' coffee.

Silverware Offers

Another table setting, available for some time, continues to be offered by American Tea & Coffee Co., Nashville, Tenn., with American Ace coffee. American offers four-piece silver-plated place settings for 70 cents and proof of purchase.

Blue Plate Foods, Inc., New Orleans, also offers a three-piece place setting of Viceroy silverplate for 60 cents and proof of purchase of Blue Plate coffee or Blue Plate margarine. The promotion, inaugurated last fall, has recently been given a new push in large-space two-color newspaper ads which include an order form.

Still another silverware offer is by Nash Coffee Co., St. Paul, Minn. Nash offers a silver-plated knife, fork and spoon for 50 cents and proof of purchase of Nash's coffee; two teaspoons are available for 25 cents and a purchase token. Farm paper ads plug the deal.

Nash is also promoting through farm papers an over-the-counter offer of Royal Ruby glass bowls. A large bowl or three small ones may be obtained for 19 cents with the purchase of a 1-lb. can of Nash's coffee.

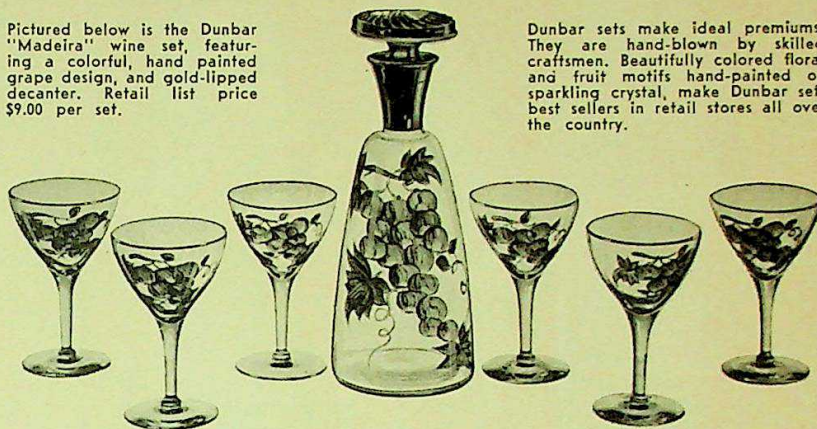
Batterton Coffee Co., Birmingham, Ala., offers a pair of nylon hose for 60 cents and 20 coupons from its Royal Cup coffee. An earlier Royal Cup deal, which is still effective, offers a plastic tea apron for 15 coupons; no cash is required. Black & white newspaper ads announced the offer to consumers.

(Continued on page 128)

Fine, hand-blown GLASSWARE

ARTISTICALLY PAINTED IN NATURAL COLORS.
GOLD-EMBELLISHED

Pictured below is the Dunbar "Madeira" wine set, featuring a colorful, hand painted grape design, and gold-lipped decanter. Retail list price \$9.00 per set.

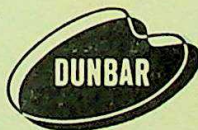


Dunbar sets make ideal premiums. They are hand-blown by skilled craftsmen. Beautifully colored floral and fruit motifs hand-painted on sparkling crystal, make Dunbar sets best sellers in retail stores all over the country.

Dunbar beverage sets are available in a variety of unique and graceful designs. Because of the handwork of the skilled craftsmen who have produced them, these sets carry unusual distinction. Ideal for Christmas gift premiums, employee gifts, and distinctive prizes.



Pictured below, the Dunbar "Desert Rose" fruit juice or cocktail set, with tall, graceful, ice-lipped pitcher, hand-painted floral design. Retail list price \$5.50 per set.



"AMERICA'S
MOST VERSATILE
GLASS PLANT"

ALSO . . . DUNBAR WILL CUSTOM-MOLD
PREMIUMS TO YOUR ORDER!

Personalized premiums in glass are available to order, incorporating your firm name, trade mark . . . in ash trays, tumblers, floral pieces, etc. . . . through Dunbar's custom mold service. Send your specifications to Dunbar for personalized premiums.

Dunbar Glass Corporation

DUNBAR, WEST VIRGINIA

NEW YORK

CHICAGO

CLEVELAND

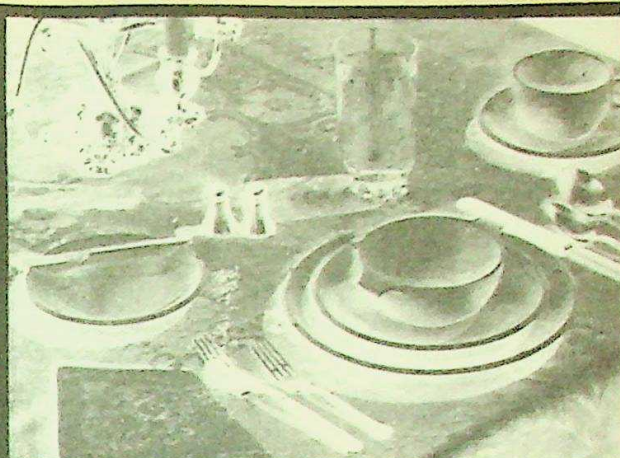
LOS ANGELES

D7/649

Breakage of china tableware is the bugaboo of every housewife. In view of this fact, the odorless, tasteless, non-toxic and high heat resistant properties of melamine resin, coupled with its resistance to chipping and cracking, long ago suggested the suitability of this plastic for cups, saucers and plates. Women, however, are creatures of habit. Before plastic dinnerware moved out of the kitchen and picnic hamper into the dining room, designs and material formulations had to be created, and plastic dishes molded that would approximate china in weight, appearance and feel.

The Watertown Manufacturing Co. has achieved this transition in its Lifetime Ware, compression molded of Melmac. The design of these dishes, which follows the modern trend, calls for a wall thickness that will feel familiar to the housewife and give the pieces a weight comparable to that of china. The good molding qualities of the melamine are used to advantage in the handles of the cups and soup bowls, which are constructed to facilitate nesting. In color and texture, too, all seven pieces in this line conform to the ideas of dinnerware that have long been accepted by the housewife.

The home field does not exhaust the possible out-



lets for this tableware. The same qualities—with emphasis perhaps on the resistance of the melamine to the heat of dishwater and the material's hard surface—that make these dishes so acceptable, also recommend the line to restaurants, hotels, hospitals, company dining rooms. For further details on melamine, see page 121.

Home Accessories

In using thermoplastic materials for cutlery handles, manufacturers are concerned about choosing a plastic that will withstand the hottest water likely to be used in cleaning. And though it is not common practice to boil knives and forks, it is certainly desirable to have a product that will stand this treatment.

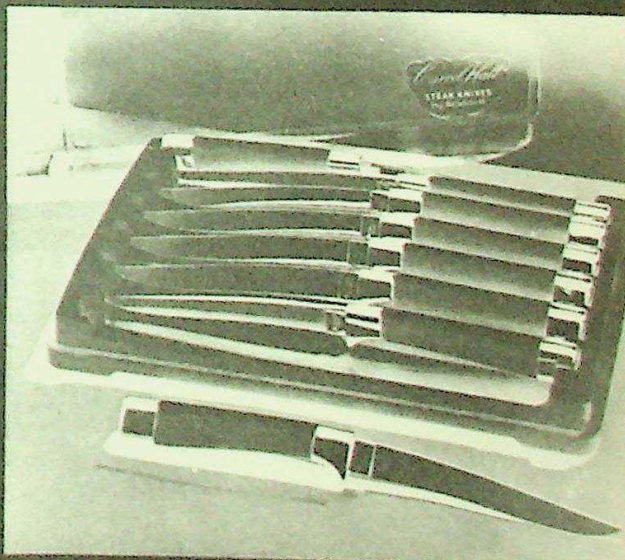
Chas. D. Briddell, Inc., maker of fine cutlery, chose Lustrex, a high heat resistant polystyrene, for the handles of its newest product, the Carvel Hall steak knife set. Thick-walled pieces of this material can be boiled for 20 minutes without distortion. It was chosen, also, for its improved flexural and impact strength. Produced for this application in an opaque ivory color, the handles set off the gleaming chrome metal blades to make a knife that looks well on the best-appointed table.

The handles are produced in a four-cavity injection mold by Columbus Plastic Products, Inc., and are shipped to Briddell for assembly with the blades.

Plastics also are used to package and sell the product, for though the company sells the knives singly, it much prefers to market them in sets of eight. To promote sale of the sets, eight knives are packaged in a handsome polystyrene box, in this case Styron. Columbus uses single-cavity injection molds

to produce the opaque base and transparent cover. Imprinted in gold, the box is a fine display medium and serves as a permanent receptacle for the knives. For information on polystyrene, see page 170.

D-22-3



Market Survey: FRESH FROM THIS MONTH

Seeder for Home Gardens

Made by: Gardenex, Inc., Michigan City, Ind.

Selling Slants: Seeder No. 270 does job of seeding in professional way. It sows seeds evenly, quickly and accurately. Makes it unnecessary for gardener to use hands, stoop down or guess. After rows are marked out, seeder is filled and adjusted for proper spacing. Gardener merely rolls seeder along the row, planting as he walks. Seeder is equipped with 2" x 1" handle.

Retail Price: \$1.00

HOUSE FURNISHING REVIEW (Housewares)

Zipper Clothes Line

Made by: Household Specialty Co., 173 Underhill St., Tuckahoe, N. Y.

Selling Slants: Line is made of rust-proof wire on which ice is broken by zipper in winter. No clothes pins are used with this line which has velvet grip zippers to hold heavy blankets or delicate garments equally safe. Line has no sag or stretch, can be used stationary or with pulleys. Does double duty as practical aerial.

HOUSE FURNISHING REVIEW (Housewares)

"Fin-Grip" Paring Knife

Made by: Foltz-Davis Co., 914 S. 32nd St., South Bend, Ind.

Selling Slants: Paring knife is designed with ridges for the fingers so that stronger, safer grip is possible. Handle is molded of Bakelite and comes in variety of colors. Stainless blade.

HOUSE FURNISHING REVIEW (Housewares)

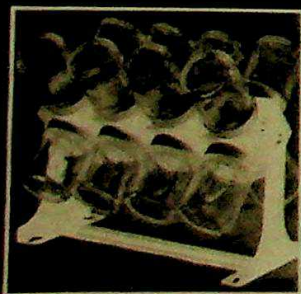
"Rotokit" Twirling Jars

Made by: Guttererson & Co., 420 Lexington Ave., New York

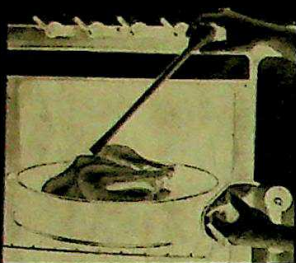
Selling Slants: "Rotokit" consists of an axle mounted on a metal frame upon which rotate freely transparent glass jars ranging from 4 to 20, depending on size desired. Comes in 2 styles, one a wheel wall unit similar to a pinwheel, the other on a stand to be used on wall or table. Unit of 12 one-ounce jars takes up no more than 6" of space, yet jars are instantly accessible and completely visible. Of great utility for kitchen, work bench and sewing table. Available in black, red and other colors.

Retail Price: 80c to \$5.00.

HOUSE FURNISHING REVIEW (Housewares)



Guttererson & Co.



Hollis Co.

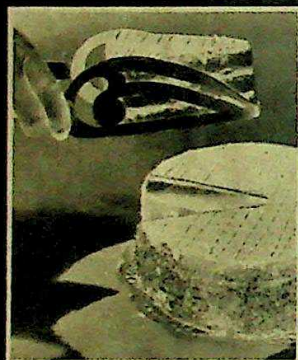
"Protecto" Meat Baster

Made by: Hollis Co., 207 Market St., Newark, N. J.

Selling Slants: "Protecto" meat baster takes up juices from under any shaped roast with one squeeze of bulb. Made by manufacturers of the "Anchor" carving pins.

Retail Price: 49c.

HOUSE FURNISHING REVIEW (Housewares)



Eisenhauer

Cake Cutter & Server

Made by: G. R. Eisenhauer, 887 2nd Ave., New York.

Selling Slants: Cutter operates as a knife and tong-type server. Will take any sized slice from any sized cake merely by pressing the handles to size desired. Made of steel, copper plated, nickel plated and chrome plated in satin finish. Individually boxed in attractive display carton.

Retail Price: \$1.00.

HOUSE FURNISHING REVIEW (Housewares)

Steel Folding Step Stool

Made by: A. Fritz & Co., 92 Greene St., New York.

Selling Slants: Channel steel frame in white and hardwood lumber, wood steps and seat, in black, red, blue or green are features of No. 55 step stool. Easy to open or close, seat lifts up, folding the back support legs. Steps are grooved for sure footing, legs are rubber-tipped. Stool is 25" high with 8" x 13 1/2" seat, packed one to shipping carton.

Shipping Weight: 11 lbs.

Retail Price: \$2.69.

HOUSE FURNISHING REVIEW (Housewares)

Insulated Flashlight

Made by: Gits Molding Corp., 4600 Huron St., Chicago.

Selling Slants: Flashlight is non-inflammable, non-warping, made of molded plastic. Is a non-conductor, has long dependable life and yields maximum battery life. Bright, clean colors and convenient handling size lend eye appeal. Streamlined case is designed with screw-plug in end for easy battery removal and also provides storage space for reserve bulb.

HOUSE FURNISHING REVIEW (Housewares)

Self-Winding Clothes Line Reel

Made by: Columbus Plastic Products, Inc., 519 Dublin Ave., Columbus, O.

Selling Slants: "Zippe" clothes line reels are adapted for use outdoors, in bath room, kitchen, basement or porch. Molded of Tenite, a tough, durable plastic material, the reels are light in weight and practically unbreakable. They are designed to hang securely on any ordinary cup hook. Line is 28' long, but may be used in shorter lengths by simply pulling out the required amount and looping it around a wedge-shaped hook. Line may also be extended 14' denoted. Self-winding action draws the line back in Tenite case which comes in variety of colors. Reels are packed a dozen to the display box. Envelope with 3 brass cup hooks is supplied for each reel.

Retail Price: 39c.

HOUSE FURNISHING REVIEW (Housewares)

Fire Kindler—Road Flare

Made by: Kindle-Lite Corp., 160 West St., Brooklyn, N. Y.

Selling Slants: Handy package of 9 one-inch cubes, cellophane wrapped. Each cube lights with a match, burns 10 minutes in any weather, will also burn floating on water. Takes place of paper and kindling wood for lighting hearth and camp fires, stoves. Ideal worklight and danger flare for motorists or as signal flare out of doors. Approved as "non dangerous" by U. S. Bureau of Explosives, can be shipped and stored anywhere.

Retail Price: 10c package of 9.

HOUSE FURNISHING REVIEW (Housewares)

(Continued on page 75)



Kindle-Lite

D7-649 E

Page 4 - Premium Practice
of Aug. 1939.

A DOZEN USES a Marvelous Low Price!

D7/649

92

This Pastry Server in ONEIDA LTD. Silverplate useful for serving . . . Cake, Pie, French Pastries, Brick Ice Cream, Sliced Pineapple, Tomatoes, Pancakes, Waffles and many other foods.

In a Beautiful Pierced Design with many attractive patterns to choose from. Use a known Oneida Ltd. Trade-mark.

This gorgeous looking piece of silverware can be used with many types of promotions. It has a high comparative value which is validated by its good looks and quality workmanship. If you will fill in the coupon properly and mail to us, we will be glad to give you a price and tell you about the many other popular pieces that are available in lovely Oneida Ltd. Silverplate.

Premium Dept., Oneida Ltd., Oneida, New York
Please quote me your best price on Pastry Servers.

Our Product is

Firm Name

Address

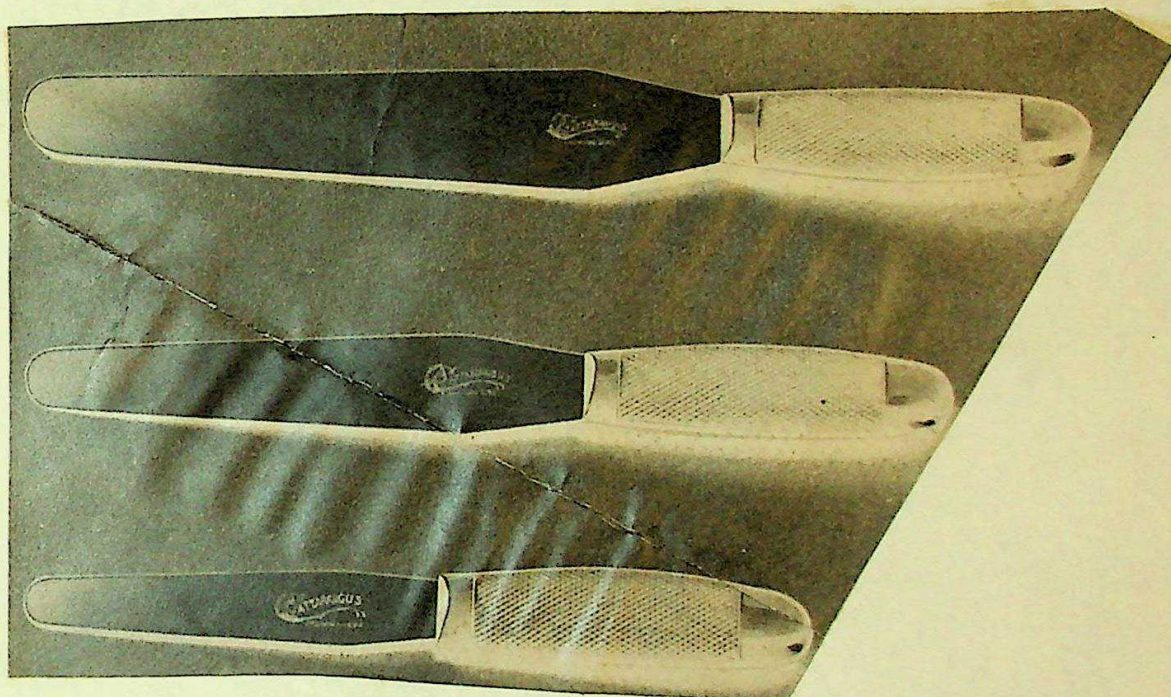
Signed

Premium Dept.
ONEIDA LTD.
ONEIDA, N. Y.

PREMIUM PRACTICE

PAGE 3

"Cattaraugus Spatula Set"



D7-649 XR

Butler

#465258

1937-05

GREAT
BRITAIN

465,258 COMPLETE SPECIFICATION

1 SHEET

FIG. 1. *Needham et al*

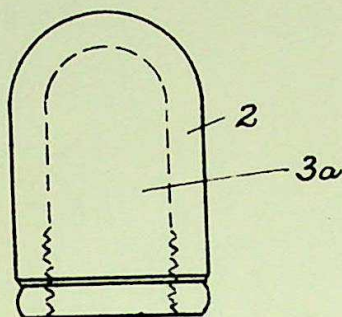
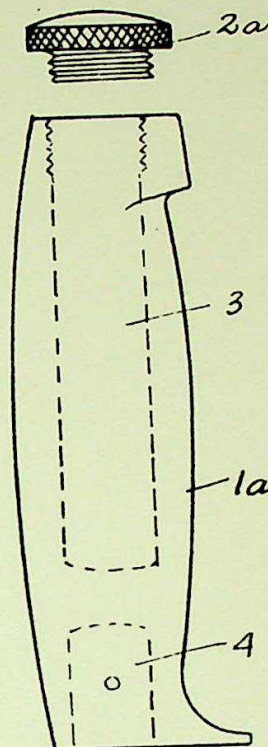


FIG. 2



[This Drawing is a full-size reproduction of the Original.]

from 30/340

PATENT SPECIFICATION



Application Date: Dec. 12, 1936. No. 34151/36.

465,258

Complete Specification Accepted: May 4, 1937.

COMPLETE SPECIFICATION

Improvements in and relating to Scout, Sheath or Hunting Knives

We, NEEDHAM, VEALL & TYZACK, LIMITED, a Company incorporated under the Laws of Great Britain and Northern Ireland, of Eye Witness Works, Milton Street, in the City of Sheffield, 3, and HAROLD WILLEY, a British Subject of the Company's address, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

This invention relates to Scout, sheath or hunting knives and has as its object the provision of such a knife which shall have greater utility than those now in use.

According to the present invention therefore a knife of the type described is provided having a hollow handle for the reception of small articles, said handle being provided with a detachable screw cap enclosing the handle cavity.

In order that the invention may be more readily understood the same will now be more particularly described with reference to the accompanying drawings in which:—

Fig. 1 shows a knife of the type described with the cap separated from the handle,

Fig. 2 shows a slightly modified form of handle and cap.

One form of handle is shown in Fig. 1 wherein the handle 1 is preferably of wood and is provided with a wooden screw cap 2 which is also hollowed out so as to form part of the handle cavity.

In a slightly different form the handle 1a comprises any well-known synthetic material such as hard rubber, vulcanite or any of those materials having phenol and formaldehyde as a base. In this case the handle is most conveniently formed in one piece with the cavity, this being closed by a small screw end cap 2a of the same material as the handle or of metal.

In the case of a wooden handle knife, the cavity 3, 3a in both handle and cap is formed by boring out the material and

the usual slot is provided for the blade tang 4. In the type of handle shown in Fig. 2, no machining or hand work of any sort need be performed since the tang slot, the cavity and the screw threads can be formed during the moulding process. The same applies to the end cap 2a if it be made of moulded material, in so far as the screw threads and the body of the cap are concerned.

A knife of the type described is very useful in foreign or colonial countries, in which case anti-snake-bite or other medicaments such as iodine can be carried within the knife handle.

If desired, the handle and cap may be made of any other suitable material.

Having now particularly described and ascertained the nature of our said invention and in what manner the same is to be performed, we declare that what we claim is:—

1. Scout, sheath or hunting knife having a hollow handle for the reception of small articles, said handle being provided with a detachable screw cap enclosing the handle cavity.

2. Scout, sheath or hunting knife according to claim 1, in which the handle is formed from synthetic materials with the cavity and threads for the screw cap and the blade tang slot moulded in situ.

3. Scout, sheath or hunting knife according to claim 1 in which the handle cap is also formed hollow and comprises a part of the cavity.

4. Scout, sheath or hunting knife according to claim 1 in which the screw cap is made from synthetic materials with the threads moulded in situ.

5. Scout, sheath or hunting knife substantially as described and illustrated in the accompanying drawings.

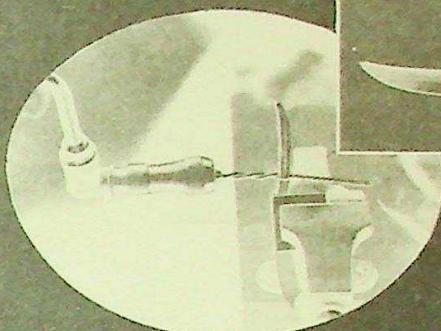
Dated this 11th day of December, 1936.

R. F. DRURY & SONS,
Agents for Applicants,
24, Norfolk Row,
Sheffield, 1.

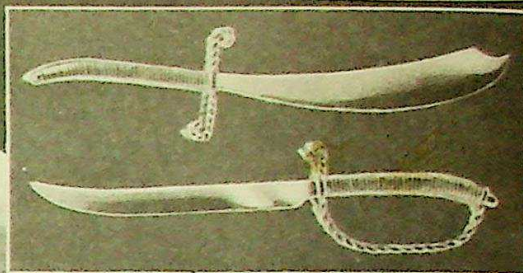
Artistic Paper Knives Cost Little to Make

ARTISTIC and useful letter openers may be made from small pieces of brass or copper and a few feet of wire. Those illustrated were formed from $\frac{1}{8}$ -in. brass rod, the handles wrapped with 16- or 18-gauge copper wire, and the guards shaped from thicker wire.

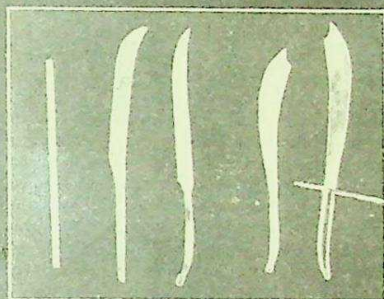
The rod is first hammered to the shape of the blade, and the handle is slightly flattened and formed to an oval section. The knife is finished by filing and then removing all file marks with emery cloth. A hole is drilled at one end of the handle to receive the end of the wrapping wire, and the entire handle closely wound.



An auger-bit brace is used to twist the copper wire into a guard. Then the untwisted end is opened, fitted around the handle, and wrapped in a similar way



Both the scimitar and saber types of knives are useful novelties for your desk or table



How a brass rod is hammered and gradually transformed into a decorative letter opener

To make the twisted guard of the scimitar type, two pieces of 12- or 14-gauge copper wire 6 in. long are held in a vise and twisted with an auger-bit brace for half their length. The untwisted end is then opened, fitted around the handle, and twisted in the same manner. Care must be taken to have the wires placed evenly in the brace jaws and to keep a slight tension during the twisting.

The guard of the saber type is made from a piece of wire 12 in. long. Loop the wire around the butt of the handle and place the ends as far into the jaws of the brace as possible. Twist tightly, open the untwisted end, fit it around the forward

ward end of the handle, and complete the twist. Then trim the ends to length and finish.

Any looseness in the guard at the point of contact with the handle may be easily overcome by sweating the joint with solder, and it is wise also to solder lightly the end of the twist to prevent the wires from separating when bending the small curl at the ends. Final polishing may be done with powdered pumice, steel wool, metal polish, or a buffing wheel if it is available.

A word of caution may be necessary: hammering or working brass or copper hardens the metal and if carried too far, may cause it to split or crumble. After the metal has been hammered until hard, it may be softened again by annealing. To anneal, heat the metal until uniformly red, and cool by plunging in water or allowing to cool normally. Copper may be forged red hot, just as iron or steel, but brass, being an alloy, may crumble if worked hot.—W. S. FREHBIEL.



HACK-SAW BLADES MADE INTO KITCHEN KNIVES

MOST kitchen knives soon lose their sharpness, but it is possible to make one from a worn-out power hack-saw blade that will open tin cans, joint chickens, chop bones, and still hold an edge keen enough to slice hot bread.

The blade may be obtained for the asking from almost any machine shop, foundry, or large garage. If a file will not cut the back of the saw, the blade will be suitable; it should not have a soft back. Grind off one end so the knife will have an over-all length of 11 in. Taper the end as shown and then grind the cutting edge slowly so that it will not burn. The handle is made by melting shellac flakes in hot water, forming the plastic material around the butt of the blade, and binding it with a layer of cotton tape; then apply two or three coats of shellac dissolved in alcohol.—W. C. CHENEY.



GRIND SO THAT STONE REVOLVES AGAINST THE CUTTING EDGE

GRIND EDGE TO THIS CROSS SECTION

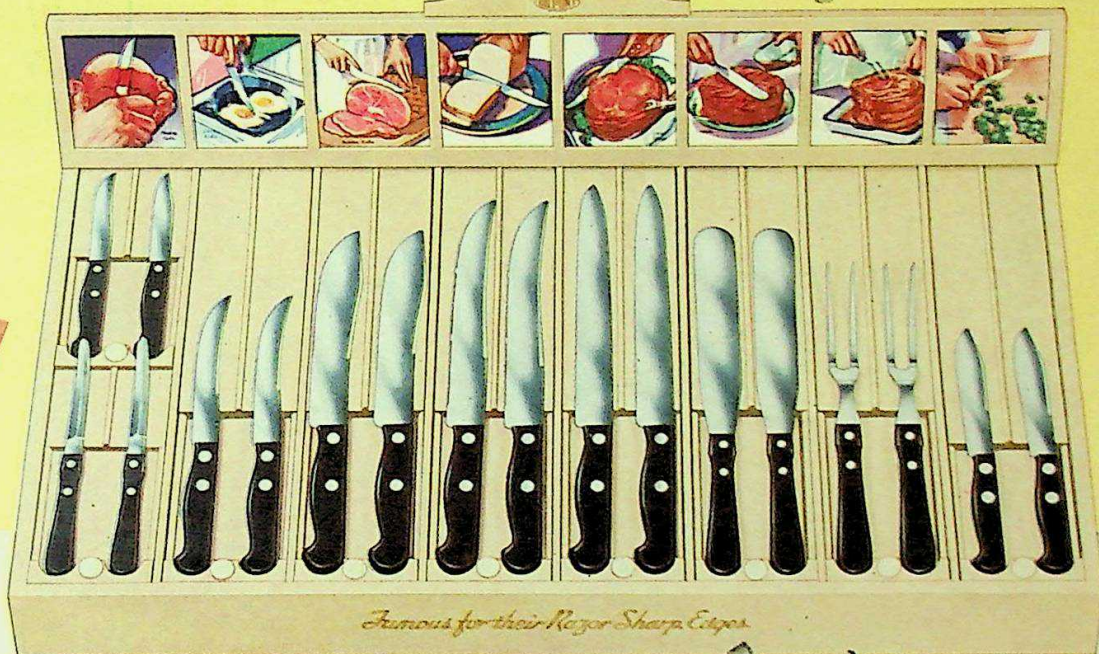
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RETURN TO DESIGN DIV.

"WHAT ON EARTH do I need all those knives for?" asks the housewife . . . but the "talking" picture in this highly successful new display demonstrates that there is a use for every knife—a use that no other knife can fill as well as the one designed for the purpose. That's how the new Remington-du Pont display helps sell more cutlery to the consumer.

DESIGN DIV.



(Case No. KC 44)

NEW DISPLAY UNIT THAT demonstrates and sells

Remington-du Pont has not been content to simply create new designs in cutlery. We have also developed NEW WAYS to sell. Years of experience have taught our merchandising men two fundamental things about cutlery selling: (1) The customer must know what knives are for—which knives for which purpose; and (2) She wants the knives out in the open, where she can see the blades. This remarkable new display combines those two features. It may be secured in brown or cream colored, complete with "demonstration" cards; takes up comparatively little counter space. Ask your jobber about Case No. KC 44 . . . it will help you sell more cutlery and profit for you!

REMINGTON ARMS CO., INC., CUTLERY DIVISION
Bridgeport, Conn.

Sporting Goods Dealer Dec 3, 35

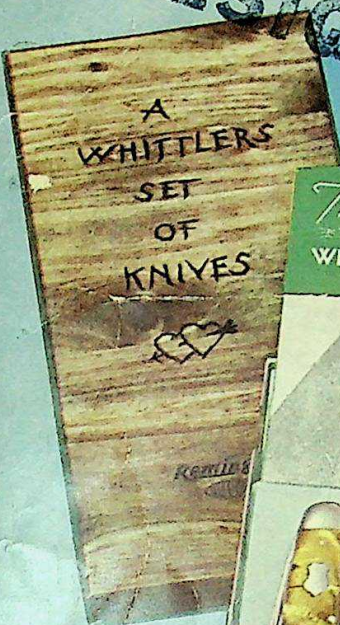
SPORTING GOODS DEALER, PG. (9)

December

(See over)

DESIGN DIV.

More than 100,000 whittlers have asked for copies of "Things to do With a Pocket Knife." The enthusiasm there—are you catching on to it? This whittler's set will prove a good seller.



Both sheath and pocket knives Official Girl Scout equipment. ideal gift for girl scout. No. RS-195



This Official Boy Scout knife set has proved very popular all over the country. It is priced right, and will make an ideal Christmas gift for the Boy Scout. Display them—and they'll sell. RS 195

Remington



WHITTLING AND SCOUTING—

are two activities for young people that can mean dollars to you. These gift sets have proved popular during the year . . . they will be even more popular during this Christmas season. They are nationally advertised in leading juvenile magazines. The Whittling Set consists of three knives particularly adapted to whittling, and an instruction book. The Scout sets (for both Boy and Girl Scouts) are "official" and will be cherished by every boy and girl interested in scouting. Your jobber can supply you.

REMINGTON ARMS CO., INC., CUTLERY DIVISION

Bridgeport, Conn.

RETURN TO DESIGN DIV.

"famous for their razor sharp edges"

Spelling Book Daily

Jan. 1935

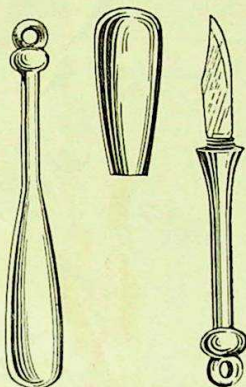
(Over)

NEW MERCHANDISE

Now Seeking the Approval of Sports Dealers

The 'Priest' Knife

The "Priest" is widely used by British trout and salmon anglers to dispatch fish in the water before releasing the hook. It keeps much better if quickly killed, and it is an additional safeguard against losing



fish while removing the hook. Trout also keep better on the day if dressed as soon as caught, and the knife blade embedded in the hollow of the throat is especially designed for the purpose. The Priest is polished aluminum and the blade is of stainless steel. This combination is a complete set of equipment which will find a place in many fishing kits. For further information, write THE DEALER, mentioning January Item No. 3.

Ski Harness

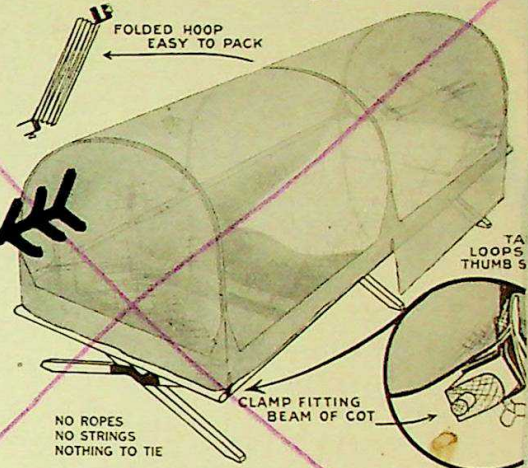
as it is described as an improved ski harness is now offered to the trade at an attractive price. For further



information, write THE DEALER, mentioning January Item No. 4.

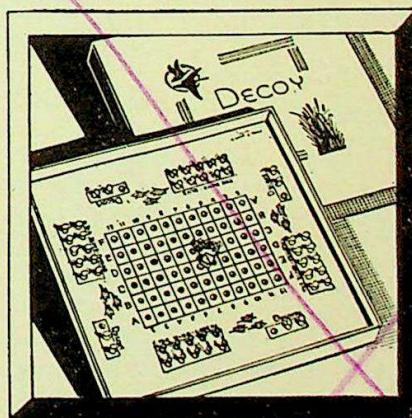
Camp-Bed Canopy

This fly-proof and mosquito-proof netting can be handled simply and effectively. When not in use, it folds up into a small, compact unit. In operation it can be attached either to a sleeping bag without the necessity of tyestrings, or using any ropes or sticks or spikes



in the assemblage. The canopy is made of specially-treated flame-proof netting and is available in various shades. It is wrapped and sealed in cellophane, which helps preserve the netting when in stock or on display. For further information, write THE DEALER, mentioning January Item No. 3.

'Decoy' Game

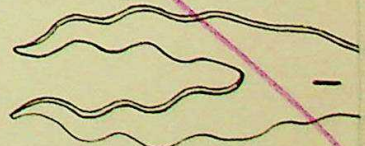


"Decoy" is a new game that is said to have made an outstanding record with persons attending the Century of Progress Exposition in Chicago. It is equally interesting when played by three or four persons or when played solitaire. It consists of a basswood board, brilliantly lacquered and decorated in colors carefully shaped and carved ducks, eight decoys and celluloid dice. The game is completely set up for play in a distinctively embossed box of green and black.

For further information, write THE DEALER, mentioning January Item No. 4.

'Jumbo Frog'

This new frog strip, called "Jumbo Frog," is a musky-sized frog cut of pork rind, which is said to have the action of a live, large-size frog, attractive to the larger game fish. For further information, write THE DEALER, mentioning January Item No. 5.



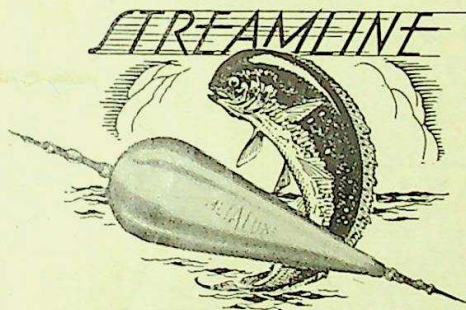
fish dangling on the seven hooks. Bill, thinking a good deal of his trot line and at the same time knowing it would be impossible to prove a story of this kind, told a colored boy to take one end of the line and he took the other and they carried it downtown. Sure enough, there were seven hooks with nine fish on them.

Of course, I know you don't believe me and I don't expect you to do so. Nevertheless, the two first fish that Bill caught were small ones. They were nicely anchored on the hooks and along came two big fish and swallowed them. As these fish were so much larger than the first two, the little fish readily passed out through their gills, thus leaving our old friend Bill with seven hooks and nine fish on his string.

This story may be readily confirmed by writing to Baron Buck Wheeler of the Buck's Tackle Company, Sallisaw, Okla.

"Metalure" Sinkers

The Metalure Company, Mt. Washington P. O., Baltimore, Md., must be one lively bunch. Although I have



"Dolphin" Trolling Sinker.

never had the pleasure of meeting them, I have been greatly impressed with their program to interest jobbers and dealers in their line of tackle.

You will, I am sure, recall in a recent issue of THE DEALER, we mentioned their clever method of distributing fishing information throughout their area.

Now they have come out with the "Dolphin" trolling sinker. The dolphin has long been considered the fastest of fish—in fact, and if any fish is streamlined, it is the dolphin. The Metalure Company has patterned its trolling sinker after the real dolphin. It is specially constructed to reduce resistance to a minimum, thereby reducing the up-pull on a trolling line. Each sinker is equipped with a swivel and quick-change snap connector, which makes it possible for one to change his lure or bait with minimum effort.

These lures are made in different weights and their stock size, now are 4, 6, 8, 12 and 16 ounce.

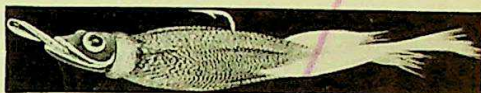
In addition to these trolling sinkers,

the Metalure Company has issued a very attractive catalog page, showing its sand spike with special carrying case, also a new idea of trolling spreader, as well as the different lures which the company manufactures.

This company is really developing some interesting lures, as well as accessories for salt and fresh water anglers. Drop them a line, asking for their catalog.

Correction

The Cincinnati Superior Bait Company, Inc., 114 West Sixth street, Cincinnati, O., has kindly called my attention to an error of mine in quoting their



"Lucky Devil" in original wobbling feathered minnow size.

prices in the Looking 'Em Over department in the December issue of THE DEALER.

I quoted these prices at \$1 on casting lures and 65 cents on fly rod lures. According to a letter I have just received from Bertram Milner of the company, the prices on these two lures should be 85 cents for the casting lure and 55 cents for the fly rod lure.

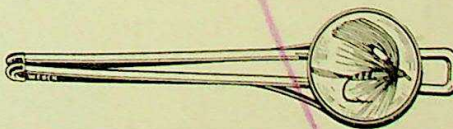
I regret this error very much indeed, and I am glad to have the opportunity of correcting it.

Remember—the "Lucky Devil" lures are 85 cents for bait casting lures and 55 cents for fly rod lures.

If you have not written for information regarding these attractive lures, I would suggest that you do so at once, asking for their folder fully describing the line. Address your letter to the Cincinnati Superior Bait Company, Inc., 114 West Sixth street, Cincinnati, O.

Weber's Tie Clasp

The Weber Lifelike Fly Company, Stevens Point, Wis., has one of the keenest necktie clasps I have ever seen. You know, when you get right down to it, if you boys back of the counter



would wear one of these tie clasps—and we all have to wear one of some kind—you could sell every sportsman in your neighborhood one of these at a buck apiece and make a mighty nice profit.

Now, honestly, did you know that the Weber people made this gold-filled tie clasp? All right, agreeing that you

did, have you one? If so, I know you have sold a flock of them. If you haven't, you will be interested.

It isn't very often that I get carried away with a piece of jewelry, but when I can be sold so thoroughly that I send my check in to Weber without even asking for a discount, you will know I am really sold on this tie clasp.

This attractive clasp has a convex crystal on a silver background. Under the crystal is a dainty, skillfully-tied fly. The clasp is 2½ inches long and the crystal disc is ⅝ inch in diameter.

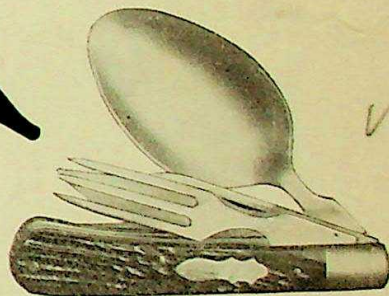
This is truly a badge of the fly fisherman, and regardless of where worn, will attract the attention of anglers.

Write the Weber Lifelike Fly Company, Stevens Point, Wis., for their new goods supplement, describing and illustrating this tie clasp.

"Ka-Bar" Camp Set

Although I have not heard direct from the Union Cutlery Company, Inc., Olean, N. Y., manufacturers of "Ka-Bar" cutlery, my old friend Ed Cummings of Flint, Mich., very kindly sent me a folder of their outdoor line of knives.

The Union Cutlery Company has a very attractive line of sportsmen's



knives and axes which I believe will find ready place in your set-up for 1935.

I am not going to try to describe the many special knives they make for the camper and angler, but I will say they have a fly fisherman's knife which should be in every sporting goods store. They also have a stainless steel fish knife in which I think many anglers will be interested.

One of their items, illustrated in the folder, is a combination knife, fork and spoon. I have played with cutlery, both over the counter and to the trade, long enough to know that this is an item which should prove one of the biggest sellers in the game. I used one of these combination knives up to a year or so ago, when some kind friend appropriated it. I know it is a very handy item to have in your kit.

I believe that it would be to your advantage to write the Union Cutlery (NOW, PAGE 170, PLEASE.)

(Over)

07-649

ITALIAN

307011

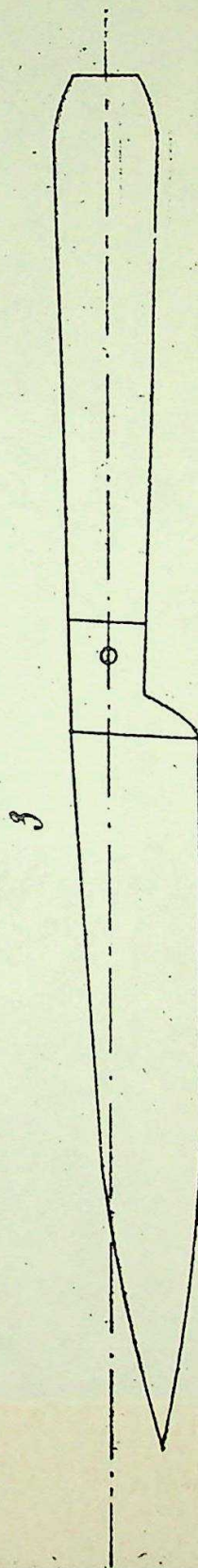
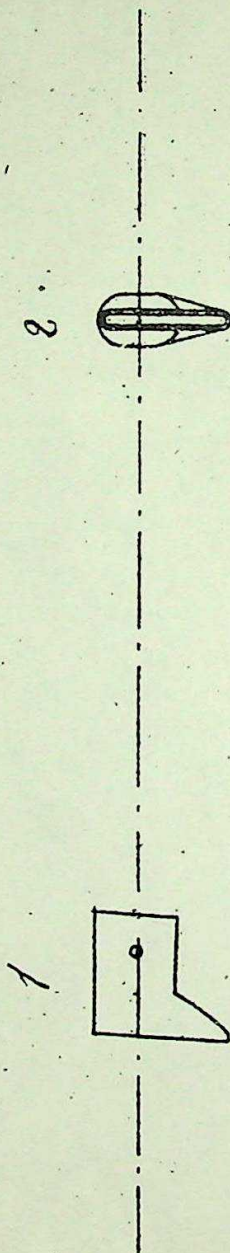
1933-04

Italian to Toscanini

Apr 8.19.33

N. 307011

30/342



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EXAMINER'S

COPY

Div. 53

24

30-342



REGNO D'ITALIA

MINISTERO DELLE CORPORAZIONI

UFFICIO DELLA PROPRIETÀ INTELLETTUALE

BREVETTO INDUSTRIALE N. 307011

Domandato il 9 gennaio 1931 — Rilasciato li 8 aprile 1933

GIOVANNI TOSCANINI

ISOLELLA SESIA (Vercelli)

TUBETTO DI LAMIERA METALLICA PER FISSARE LA LAMA
AL MANICO DEL COLTELLO A MANICO FISSO

(Classe XVIII)

La presente invenzione ha per oggetto di ridurre ed irrigidire ad un solo pezzo le due testine (dette tecnicamente ghiera) di lamiera che fino ad oggi sostituivano il mezzo per fissare la lama al manico del coltello (figg. 1 e 2). Tale fissaggio con 2 distinte testine portava due gravi inconvenienti: cioè la mancanza di rigidità della guaina con la conseguente prossima oscillazione della lama, nonché il formarsi di depositi infettivi negli spazi vuoti derivata da tale oscillazione e nei 3 solchetti nelle 3 estremità delle 2 ghiera.

Invece col trovato dell'unico tubetto o testine di lamiera metallica viene eliminato tanto l'uno quanto l'altro inconveniente.

Infatti la ghiera unica, che rinserra senza l'intervallo delle due primitive ghiera, la parte superiore del manico, assicura la rigidità del fissaggio e l'immobilità dell'innesto della lama sul manico.

Inoltre col tubetto (ghiera unica) che copre e stringe il manico, e che è provvisto di mensola sulla parte inferiore destra, viene impedito l'infiltrazione e la permanenza di materie liquide ed organiche nell'unico solchetto capillare, che viene a rivelarsi nel manico tra l'estremità inferiore della ghiera metal-

lica e l'inizio della parte scoperta del manico di legno.

I tre solchetti delle attuali ghiera vengono così ridotti ad uno solo e questo solo è capillare; inoltre le oscillazioni essendo eliminate dalla rigidità e solidità del fissaggio della ghiera, vengono rimossi anche i lamentati spazi che si formano per le lamentate oscillazioni del sistema superato. Il trovato quindi toglie l'inconveniente igienico del primitivo sistema a 2 ghiera ed allontana la possibilità del formarsi di focolai d'infezione nella parte legnosa del manico, la cui solidità e conservazione viene anche assicurata.

RIVENDICAZIONI

1^a Testina unica d'innesto (detta ghiera) per assicurare la rigidità del fissaggio della lama al manico del coltello.

2^a Riduzione ad un solo solchetto per la congiunzione della ghiera col manico.

3^a Forma della ghiera a mensola nella parte superiore destra, che dirige lo scolo delle materie liquide ed organiche (provenienti dalle incisioni e tagli della lama) nella sola parte anteriore del manico e ne impedisce il ristagno sul manico.

Allegato 1 foglio di disegni

Stampato nel febbraio 1937 — A. XV

Prezzo L. 3.—

(272) Zincografica Fiorentina - Firenze.

D7-649

page 26

26

ABERCROMBIE & FITCH CO., 53-55-57 W. 36th STREET, NEW YORK

HUNTING AND SKINNING KNIVES

The selection of a hunting knife should be made with great care as to quality, size, shape and balance. Our own knives are each designed for a particular purpose. We use a special grade of knife steel which, in addition to taking a very keen edge, is very tough.

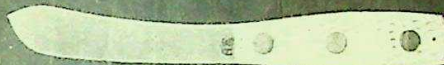
FITCH HUNTING KNIFE

Made of best-grade butcher's steel, hand-forged and hand-ground, handles selected genuine stag, 3 3/4 inches long, blade 4 1/4 inches long, 1 in. wide. Saw-tooth back to prevent slipping. An excellent skinning knife. Weight, 4 1/2 oz. Complete with best quality sheath.....\$2.50

"A. & F. SPECIAL" HUNTING KNIFE

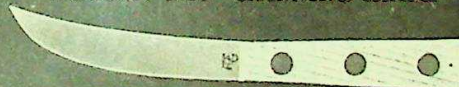
Special steel, solid ebony handle, with hand checked grasp and "Thistle" butt. Fitted with long, snug-fitting sheath, which prevents the knife from working loose from the sheath.

3A1644 4 1/2-inch blade; weight, 5 oz.....\$2.00
3A1645 6-inch blade; weight, 6 oz.....\$2.25

"CHASSEUR" SKINNING KNIFE

A favorite pattern for general skinning and butchery work. Made of best steel with solid tang entire length of handle and strongly riveted. Scored ebony handle.

3A1651 5-inch blade, leather slip sheath; weight, 4 1/2 oz.....\$.45

"HUDSON BAY" SKINNING KNIFE

For fine and difficult skinning work, where nicety of manipulation is necessary, this knife has no equal.
3A1652 5-inch blade; weight, with sheath, 3 3/4 ounces.....\$.55

"ROCKY MOUNTAIN" SKINNING SET

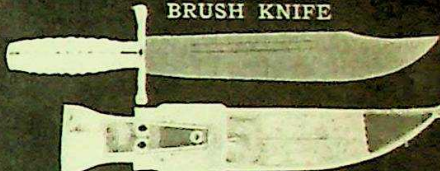
Many expert trappers and hunters prefer a knife-steel to a sharpening stone for keeping a keen edge on a skinning knife. The skinning of heavy hides of all kinds requires frequent whetting of the knife and we know of no more handy and convenient means than this set. Knife is our famous "Chasseur" and the steel is specially made for the purpose and has a good "bite." Sheath hand made of best heavy oak leather with wide belt loop. Weight, complete, 12 oz.

3A1653 Knife, steel and sheath complete.....\$3.50

BOWIE KNIVES

Made of very fine steel on the original Bowie pattern. Tang runs entire length of handle. Fine imported staghorn handles with cross-guard. A strong, heavy knife for rough work. Fitted with flat scabbard sheath of very handsomely embossed leather.

3A1646 5-inch blade; 7 1/2 oz.....\$2.10
3A1647 5-inch blade; 9 oz.....2.30
3A1648 7-inch blade; 9 1/2 oz.....2.80
3A1649 8-inch blade; 10 oz.....3.20
3A1650 9-inch blade; 10 1/2 oz.....3.70

BRUSH KNIFE

An excellent camp implement. Used in same manner as a small hatchet, for clearing out trails, traveling through swamps, canebrakes, etc.

3A1674 10-in. blade; weight, 22 oz. With sheath.....\$3.00

MACHETES

The very best implement for clearing up around camp and cutting out brush and small stuff. Unequaled as a general utility tool.

3A1673 28-in. long, weight 1 1/2 lbs.....\$1.00
3A1672 Leather sheath......70

MARBLE "Ideal" Hunting Knife

Hollow ground blade. Chisel back for chopping bones, etc. Laminated leather handle with wood tip. Fitted with tube sheath and point protector.

3A1658 5-in. blade; wgt., with sheath, 8 oz.....\$2.00
3A1659 6-in. blade; wgt., with sheath, 8 oz.....2.25
3A1660 7-in. blade; wgt., with sheath, 10 oz.....2.50

"EXPERT" HUNTING KNIFE

Similar in general design to the "Ideal" but blade is flatter and sharper and knife is lighter.

3A1661 5-in. blade; wgt., with sheath, 5 oz.....\$2.00
3A1662 6-in. blade; wgt., with sheath, 6 oz.....2.25

"CANOE" KNIFE

A short, heavy knife designed for rough use. Laminated leather handle.

3A1664 4 1/4-in. blade; wgt., with sheath, 5 oz.....\$2.00

"SKINNING KNIFE"

Thin bladed and made similar to our "Gloucester." Staghorn handle with finger-slot.

3A1667 5-in. blade; wgt., with sheath, 5 oz.....\$2.25

D7-649

#469,274

FRANCE

5-15-14

Isht diag
1 p. spec.



OFFICE NATIONAL DE LA PROPRIÉTÉ INDUSTRIELLE.

BREVET D'INVENTION.

IX. — Matériel de l'économie domestique.

3. — COUTELLERIE ET SERVICE DE TABLE.

N° 469.274

Perfectionnement aux couverts.

M. HENRI-THÉOPHILE PETIT résidant en France (Cher).

Demandé le 6 mars 1914, à 15^h 42^m, à Paris.

Délivré le 15 mai 1914. — Publié le 28 juillet 1914.



La présente invention a pour objet un perfectionnement apporté aux couverts en vue de les empêcher de glisser dans les plats, saladiers, compotiers et autres récipients sur lesquels on les place.

Ce perfectionnement consiste à ménager sur le manche du couvert une saillie, préféralement crochue, propre à buter contre le bord du plat ou autre récipient et à empêcher ainsi le couvert de glisser vers l'intérieur. Cette saillie pourra être faite d'une seule pièce avec le manche ou y être rapportée d'une manière quelconque.

Le dessin ci-annexé à titre d'exemple montre en élévation une cuillère suivant cette invention.

a désigne la saillie crochue formée sur le manche, du côté du dos de la cuillère.

Bien entendu, la forme et la position de cette saillie pourront varier.

L'invention s'applique à tous genres de cuillères, fourchettes et autres couverts.

RÉSUMÉ.

La disposition sur les couverts de tous genres d'une saillie propre à les empêcher de glisser dans les plats ou autres récipients sur lesquels on les place.

HENRI-THÉOPHILE PETIT.

Par procuration :

E. BLÉRY.

D7-649

1902-08

AUSTRIA

AV 293

FIRMA JOACHIM WINTERNITZ NEFFEN IN STEYR
(OBER-ÖSTERREICH). (*Österreich*)

8652

Neuerung an Messern und Gabeln.

AUGUST 11, 1902

Fig. 1.

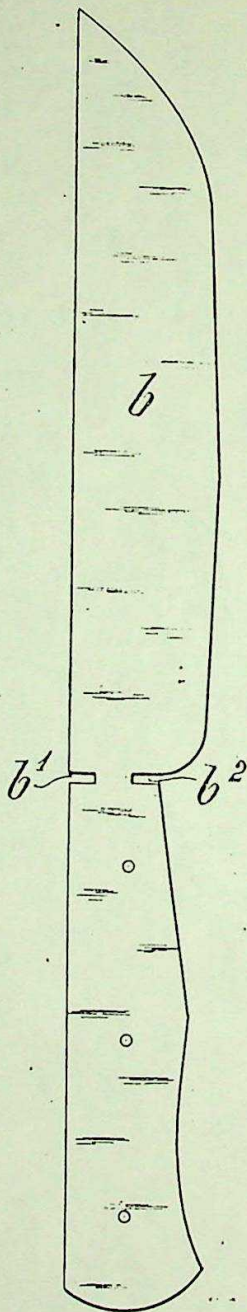


Fig. 2.

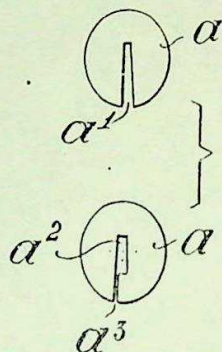
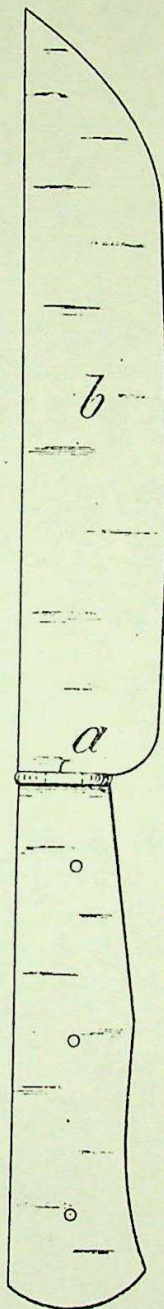


Fig. 3.



Zu der Patentschrift

N^o 8652.

from 30/342

FIRMA JOACHIM WINTERNITZ NEFFEN IN STEYR
(OBER-ÖSTERREICH).

Neuerung an Messern und Gabeln.

Umwandlung des am 16. Februar 1895 angemeldeten Privilegiums. Reg. Bd. 45, Seite 1519.

Beginn der Patentdauer: 30. April 1895.

Die den Gegenstand der Erfindung bildenden Neuerungen an Essbestecken (Tischmessern und Gabeln) und an Messern im allgemeinen, wie Fleischer-, Küchen-, Tranchiermesser und dgl. betreffen die Herstellung des zwischen Klinge, bezw. Zinke und Angel angebrachten Ansatzes, welcher bekanntlich bei Messern je nach deren Art verschiedene Form und Größe haben kann und darnach als Ansatz, Vorstoßbalance oder Stollen bezeichnet wird. Dieser Ansatz wird bisher mit Klinge (Zinke) und Angel aus einem Stück geschmiedet und es ist Zweck der vorliegenden Erfindung, durch gesonderte Herstellung dieses Ansatzes und dessen nachfolgende Verbindung mit dem aus Angel und Blatt, bezw. Zinkentheil bestehenden Werkstück eine wesentlich vereinfachte Erzeugung zu ermöglichen. Zu diesem Zwecke wird der Ansatz (Vorstoßbalance, Stollen) durch Ausstanzen aus einem Metallblech oder einer Platte vorgeformt und sodann mit einem Spalt oder Schlitz versehen, während das ausgeschnittene oder ausgestanzte Messer- oder Gabelwerkstück an der Verbindungsstelle zwischen Angel und Blatt, bezw. Zinkentheil beiderseits Einschnitte erhält, in deren einen der Ansatz bis an das innere Ende seines Spaltes eingetrieben wird, worauf die über den anderen Einschnitt vorragenden Spaltenden durch Druck in denselben eingepresst werden, so dass der Ansatz die Klinge oder den Zinkentheil allseitig und dicht umschließt.

Beiliegende Zeichnung stellt in Fig. 1 als Beispiel ein vorbereitetes Messerwerkstück und in Fig. 2 einen nach zwei verschiedenen Arten vorgeformten Ansatz dar. Fig. 3 zeigt das mit dem Ansatz verbundene Werkstück.

Der Ansatz a wird aus Eisen, Messing oder anderem geeigneten Metall in Form runder oder eckiger Plättchen oder Stücke ausgestanzt, deren Größenverhältnisse sich durch die Art des Ansatzes bestimmen. Die so vorgeformten Plättchen oder Stücke erhalten einen auf einer Seite offenen Spalt a^1 oder einen beiderseits geschlossenen Langschlitz a^2 , dessen Rand an einer Schmalseite a^3 durchschnitten wird. Das Werkstück b wird an der Verbindungsstelle zwischen Angel und Blatt beiderseits auf entsprechende Breite oder Tiefe ausgestoßen, so dass zwei Einschnitte b^1 und b^2 entstehen.

Zum Zwecke der Verbindung des Ansatzes a mit dem Werkstück b wird ersterer mit seinem Spalt a^1 zwischen Angel und Blatt in einen der Einschnitte b^1 oder b^2 eingetrieben oder mit dem Schnitt a^3 auf die Schneide der Klinge aufgeschoben und an derselben herab und nach innen geschoben, bis der Theil zwischen den beiden Einschnitten $b^1 b^2$ in den dementsprechenden Langschlitz a^2 des Ansatzes gelangt und die Theile der Ansatzschnittstelle a^3 sich in den Einschnitt b^2 einlegen. Durch hohen Druck oder durch Fallhammerschläge werden nun die Endtheile des Spaltes a^1 oder der Schnittstelle a^3 derart zusammengedrückt oder gestaucht, dass sie die Einschnitte b^1 und b^2 vollständig ausfüllen. Überdies können beide Theile gegebenenfalls durch Löthung zu einem vollständigen Ganzen vereinigt werden, wodurch die Verbindungsnaht zwischen Ansatz und Blatt unsichtbar gemacht wird.

PATENT-ANSPRUCH:

Messer und Gabeln mit gesondert hergestellten, einseitig gespaltenen Ansätzen a , welche auf die zwecks Befestigung derselben mit Einschnitten $b^1 b^2$ versehenen Messer- oder Gabelwerkstücke b aufgeschoben und in diese Einschnitte eingepresst und gegebenenfalls nachher verlöthet werden.

Hiezu 1 Blatt Zeichnungen.

~~30-344~~

GREAT BRITAIN

29, 5

Dec. 14, 1897

D7-649

1897-12

A.D. 1897. DEC. 14. N^o. 29,547.

BEAL'S COMPLETE SPECIFICATION.

(1 SHEET)

FIG. 1.



FIG. 2.



FIG. 3.



FIG. 4.



FIG. 5.



Section on a.b.

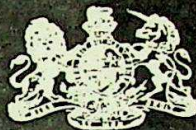
Sec. A.



Fig 5.

[This Drawing is a reproduction of the Original on a reduced scale.]

N° 29,547



A.D. 1897

Date of Application, 14th Dec., 1897

Complete Specification Left, 1st Sept., 1898—Accepted, 3rd Dec., 1898

PROVISIONAL SPECIFICATION.

Improvements in Studs for Attaching the Covering Scales of Butchers' Knife Tangs, also for Table and the like Cutlery.

ARNOLD JAMES BEAL, 43, Marlboro Road, Sheffield, County of York, Cutlery Manufacturer, do hereby declare the nature of this invention to be as follows:—

I propose to rivet covering to the tangs of butchers knives and table cutlery, by the aid of an ornamental stud, which is cut and formed from a flat headed nail of suitable material such as iron, copper, brass and the like, the said nail used for this purpose is specified by the accompanying drawings Fig. A, Fig. B being the nail after ornamentally prepared, Fig. C being the covering scale used prepared to receive Fig. B, Fig. D being a complete article rivetted together by the aid of three more or less of different designed studs as required according to pattern Fig. E being the left side of the handle so formed shewing the small end of the stud which is the part rivetted.

Dated this 13th day of December 1897.

ARNOLD JAMES BEAL.

COMPLETE SPECIFICATION.

15 Improvements in Studs for Attaching the Covering Scales of Butchers' Knife Tangs, also for Table and the like Cutlery.

ARNOLD JAMES BEAL, 43, Marlboro Road, Sheffield, Cutlery Manufacturer, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

I cut ornamental studs of the required shape from ordinary flat head nails, which I use as revits, in the place of ordinary wire, for reviting the coverings on butcher and table knife tangs.

- Fig. 1. Ordinary flat head nail.
25 Fig. 2. A star cut from head of Fig. 1.
Fig. 3. A club cut from head of Fig. 1.
Fig. 4. A heart cut from head of Fig. 1.
Fig. 5. The complete article after being revited together with studs A cut from Fig. 1, of any desired shape.

[Price 8d.]

D7- 649 x

Nº 9098.—A.D. 1893.

GREAT BRITAIN

SOL. CUTLERY,

#9098

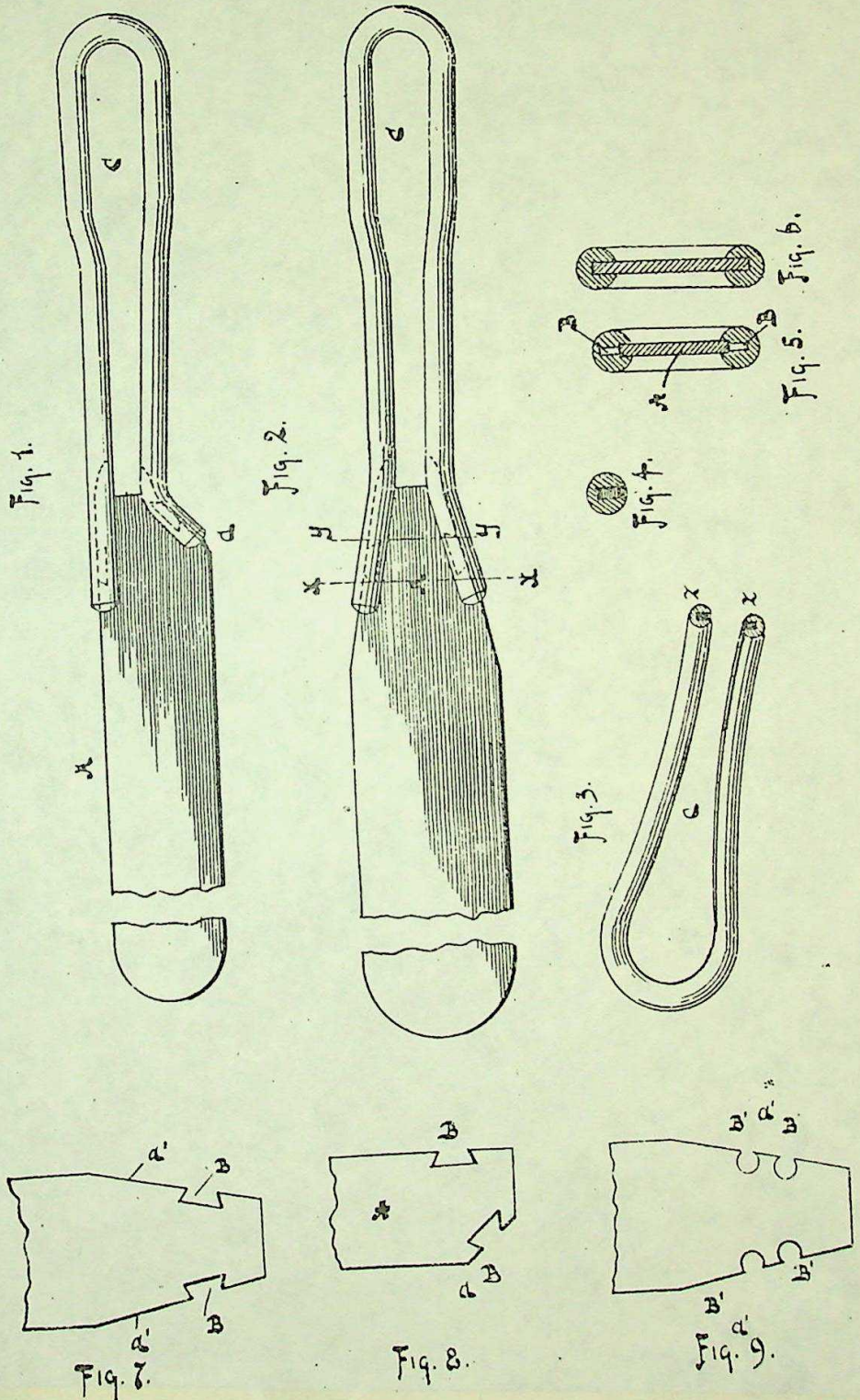
KNIFE.

(1 SHEET)

A.D. 1893. MAY 6. Nº 9098.

EVANS—JACKSON'S COMPLETE SPECIFICATION.

1893-05



[This Drawing is a reproduction of the Original on a reduced scale.]

from 30/340



Date of Application, 6th May, 1893—Accepted, 22nd July, 1893

COMPLETE SPECIFICATION.

[Communicated from abroad by RUSS JACKSON CHRISTY, of The Christy Knife Co., of Fremont, Ohio.]

Improvements in Knives, such as Paint and Putty Knives, Druggists' Spatulas, Kitchen and Table Knives, and the Handles thereof.

I, JOHN EDWARD EVANS-JACKSON of 45 Holborn Viaduct, London, Patent Agent, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

5 This invention relates to knives, such as druggists' spatulas, paint and putty knives, kitchen and table knives, and the handles thereof.
The object of the invention is to produce a knife with a shankless blade, and a wire or similar drawn metal handle, in which the handle and blade shall be firmly and neatly secured together.

10 Figure 1 is a plan of a knife and handle, showing the bevel of the blade and bend of the handle mainly on one side, as for kitchen and table knives.

Figure 2 is a plan of a spatula with the bevel of blade on both sides, and handle centrally attached.

Figure 3 is a perspective of handle, shown on Fig. 2.

15 Figure 4 is a section of handle, Z, Z, Fig. 3.

Figures 5 and 6 are sections of the knife, on lines $x-x$, and $y-y$, Fig. 2.

Figures 7, 8 and 9 are broken views of different blades.

The knife blade is preferably of steel, and has about the usual taper of knife blades for similar purposes. The blade A, Figs. 1 and 8 has the corner a cut away, and the notches B are formed into the edge of the blade, near the end where the handle is to be attached. These notches are preferably dovetailed, but may be of other form.

In Figures 2, 7, and 9, the blade A^1 has both corners a^1 cut away, and along the oblique edge notches B or B^1 are cut, bored, or otherwise formed.

25 The knife handle C is made from a piece of wire or other drawn metal. The piece constituting the handle is bent or bowed to shape, and the inner sides of the bow are slotted or grooved longitudinally near the ends. The grooves can be formed before or after the bending of the handle.

As shown in Figures 1, 2, and 3, the ends of the bowed handle are bent to 30 approximate the form of the end of the knife. The notched end of the blade is slipped into the grooved end of the handle, and by a blow or pressure the handle is compressed, so that the metal of the handle closes into the holes or notches B or B^1 of the blade. (See Fig. 5.) The natural tendency of the handle is to close on to the blade. The groove in the handle is made to closely fit the 35 blade. The blade generally tapers toward the point. Consequently the handle may be quite firmly secured to the blade by pressure, even if the notches B be omitted. But when these notches are employed, and the metal of the handle pressed into the notches, the attachment of parts is exceedingly strong.

The ends of the wire forming the handle are preferably rounded, to give a neat 40 finish. The wire may be cylindrical, oval, or of other suitable and usual form. For cheapness of construction the wire will generally be of uniform cross section, but this is not essential. Steel wire may be used to advantage, or some of the alloys. The knife may be plated, with nickel, silver, or other metal. Preferably the plating is done after the blade and handle are permanently attached.

45 The wire or drawn metal of the handle gives great strength and toughness to the handle. The blade, being cut from a rolled plate of suitable thickness and taper,

[Price 8d.]

Evans-Jackson's Improvements in Knives, such as Paint and Putty Knives, &c.

can be cheaply made, and is susceptible of a better temper and finish than if it had a thickened shank.

Having now particularly described and ascertained the nature of my said invention, and in what manner the same is to be performed, I declare that what I claim is :—

1. The shankless knife blade having notches in the edges for the attachment of the handle.
2. The shankless knife blade having the side near the handle oblique to the edge, and having notches in said oblique portion, and in the opposite edge, substantially as described.
3. The combination with the shankless knife blade having notched edges, of the bent wire handle grooved to embrace said notched portion of the blade, and compressed to the blade, substantially as described.
4. The knife or spatula having oblique edges with dovetailed notches therein, and the wire handle having grooves embracing said edges and compressed into said notches, substantially as described.

Dated this 5th day of May 1893.

J. E. EVANS-JACKSON & Co.,
Agents for the Applicant.

D7/649

(Ausf.)

8653

1880-03

FIRMA JOACHIM WINTERNITZ NEFFEN IN STEYR
(OBER-ÖSTERREICH).

Neuerung an Messern und Gabeln.

Fig. 1.

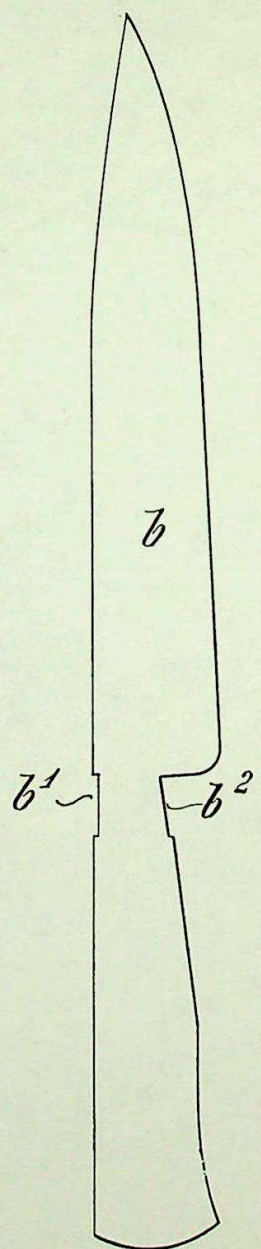


Fig. 2.

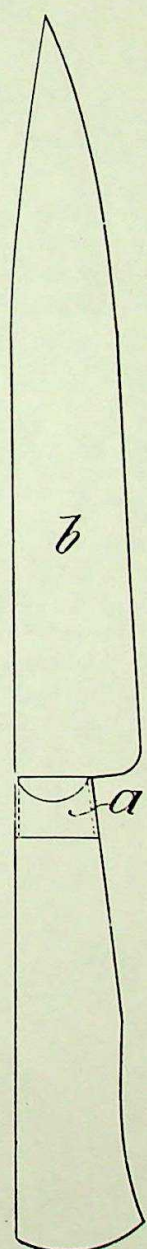
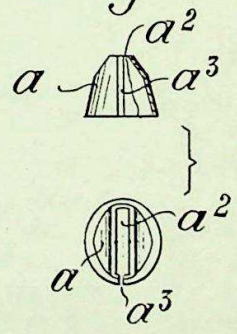


Fig. 3.



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FIRMA JOACHIM WINTERNITZ NEFFEN IN STEYR
(OBER-ÖSTERREICH).

Neuerung an Messern und Gabeln.

Zusatz-Patent zum Patente Nr. 8652.

Angemeldet am 28. December 1901.

Längste mögliche Dauer: 30. April 1910.

In dem Stammpatente sind Messer und Gabeln beschrieben, deren gesondert hergestellte, einseitig gespaltene Ansätze auf die zwecks Befestigung derselben mit Einschnitten versehenen Messer- oder Gabelwerkstücke aufgeschoben, in diese Einschnitte eingepresst und gegebenenfalls nachher verlöthet werden. Vorliegende Erfindung betrifft die Anwendung
5 des gleichen Erfindungsgedankens auf die Befestigung sogenannter Stollen oder Kappen, welche den Ansatz des Bestecktheiles bilden und gleichzeitig dazu dienen, das innere Ende des Heftes zu umschließen.

Beiliegende Zeichnung veranschaulicht in Fig. 1 die Seitenansicht eines vorbereiteten Messerwerkstückes. Fig. 2 stellt das fertige Messer dar. Fig. 3 zeigt den zur Ver-
10 wendung gelangenden Stollen in der theilweise geschnittenen Seitenansicht sowie im Grundriss.

Der Stollen a , welcher die Form einer unten offenen, oben mit einer Schlitzöffnung a^2 und an der Seite mit einem Schlitz a^3 versehenen Kappe besitzt, wird aus Metallblech durch Stanzen und Pressen hergestellt, während das Werkstück b an der Verbindungs-
15 stelle zwischen Angel und Blatt beiderseits zwei der Höhe und Wandstärke des Stollens entsprechende Einschnitte $b^1 b^2$ erhält.

Um den Stollen a mit dem Werkstück b zu verbinden, wird ersterer mit seinem Schlitz a^3 auf die Schneide der Klinge aufgesteckt und an derselben herab und nach innen geschoben, bis der zwischen den beiden Einschnitten $b^1 b^2$ befindliche Theil in den
20 Schlitz a^2 des Stollens gelangt und die dem Schlitz a^3 benachbarten Theile des Stollens sich in den Einschnitt b^2 legen. Hierauf wird der Schlitz a^3 des Stollens durch Zusammen-
drücken oder Hämmern und Löthen verschlossen.

PATENT-ANSPRUCH:

Messer und Gabel der im Patente Nr. 8652 angegebenen Art, bei welcher der Stollen die Form einer einseitig geschlitzten Kappe oder Hülse besitzt.

Hiezu 1 Blatt Zeichnungen.
